

# NEWS·NOTES

FOR EMPLOYEES OF THE PARKER PEN COMPANY

July 16, 1986

**Successful Christmas Program To Be Repeated ...** Trade reaction to the 1986 Christmas program has been very positive, notes David Connors, Marketing and Sales Director for U.S. Retail. The Program and a line-up of new products were unveiled at a meeting of the sales force in St. Charles, IL, in June.

"The program this year is a fine-tuning and improvement of a very successful Vector rebate offer which helped Parker substantially increase gift-line sales in 1985 over 1984," added Mr. Connors. "But, this year, we've got the advantage of (1) being more confident in our approach because we are familiar with the program and (2) showing the trade specific evidence that this kind of program sells well."

As in 1985, the consumers will be offered a rebate of a Burgundy Vector Roller Ball when they send in proof of purchase and a redemption form after purchasing a Classic, Arrow, Parker 75 or Premier pen or set during the program time-frame. The redemption rate for the rebate last year tripled expectations, demonstrating its attractiveness to the consumer.

Earlier this year, U.S. Retail surveyed a sampling of last year's participants to find out more about why it worked so well. More than 2,000 participants responded and **97 percent of them indicated they would be likely to participate again if a similar program was offered.** Parker Account Managers are sharing survey results when making sales calls, and the success story will be told in trade advertising as well.

High-visibility counter cards and attractive on-counter displays will communicate the offer to consumers as will a national trade and consumer ad campaign concentrated between September and December. Key national consumer magazines to carry ads about the program include **TV Guide, Reader's Digest, People** and **National Geographic.**

New in the communications mix this year will be two separate "drops" of **full-color free-standing coupon inserts** in the Sunday-editions of 50 newspapers from across the country on November 30 and December 14 to reach an estimated 95 million shoppers during the rush of the Christmas gift buying season.

The next issue of **NewsNotes** will continue coverage of other new products and programs introduced at the sales meeting.

*This counter card has been designed to draw consumers to the counter at Christmas to participate in Parker's Vector rebate program supporting gift-pen sales during the holidays.*

## **CMD Scores With Record-Volume Mailing ...**

The largest-ever mailing to prospects conducted by the Corporate Markets Division this spring is beginning to show very positive response, according to Robert Walker, CMD Marketing and Sales Director. The direct-mail package, featuring a full-color brochure covering the Vector line and its imprinting and engraving capabilities, has

*National consumer ads will communicate Christmas program. This free-standing coupon insert in 50 Sunday-edition newspapers across the U.S. will run twice during the holidays and be read by some 95 million shoppers.*

# NEWS·NOTES

(Continued)

FOR EMPLOYEES OF THE PARKER PEN COMPANY

**National Publisher To Distribute *Do's and Taboos Around the World* ...** John Wiley and Sons, a leading distributing publisher of business books, has contracted Parker's sponsored book, **Do's and Taboos Around the World**, for distribution throughout book stores in the U.S. beginning this fall. In exchange, Parker will receive a royalty on each copy sold and the Parker brand name, featured on the book's cover and title page, will get exposure before thousands of customers across the nation. Initial order was for 10,000 books in softcover, which will carry a suggested retail price of \$9.95 per copy. To date, **individuals and businesses have purchased more than 12,000 copies** by direct mail from Parker since the launch of this public relations effort last July. Parker retains the right to sell the book as a premium with pens in all retail outlets except bookstores, which are best serviced by a distributing publisher. An attractive gift prepack, featuring the book and Classic or Parker 75 merchandise, will be offered by Account Managers to Parker's trade as a Christmas gift item for 1986.

**Thanks For A Fine Product ...** We received this generous testimonial about the Parker Jotter a few week's ago:

*I'd like to take this opportunity to say "thank you" for the Parker Pen. It has to be one of the best values on the market today. I really mean it!*

*I've been a customer for the last five years or so. Since I'm the sales manager of the local radio station in Lebanon, KY, I rely on my Parker not daily, but hourly. In fact, I'm relying on it right now. From writing "time sales orders" to writing "copy" for commercials, my Parker is constantly in use. It doesn't skip, it's smooth and easy to use. (Some pens you have to "push," with Parker you "cruise.")*

*Two other qualities I appreciate in your product are looks and value. My Parker Stainless Steel Jotter was only \$5 or \$6, but still gets compliments, all kinds of compliments!*

**Richard Kemp  
Lebanon, Kentucky**

*Editorial...*

## **Join the Parker Athletic Association**

The Parker Athletic Association (P.A.A.) is a voluntary, employee-organized group whose purpose is the organization and sponsorship of the various athletic activities at Parker. The P.A.A. is here to assist those interested in receiving the enjoyment and healthful benefits of athletic activities.

With an annual contribution from Parker Pen USA Ltd., the P.A.A. has sponsored a wide variety of activities in the past and will continue to do so. Membership dues are only \$2 per year. A membership drive is held annually in the spring of the year. A picnic for all members and their guest is held each year in the fall at which time officers are elected and the P.A.A. awards the **Montor Cup** to an employee in recognition of his or her participation in the Association's activities. (This cup is a two-foot Sterling Silver traveling trophy which was donated to the Association in 1955 by Mr. Gian Aurely, former manager of Montor Ltd., Parker's distributor in Singapore-Malaysia, in memory of Alfred Montor, founder of Montor Ltd. and a great sport enthusiast.)

For a team to be successful, it must rely on the strengths of its members. P.A.A. is such a team. It relies on its members for their participation and grows from their ideas. If a sports activity, which is not already being sponsored, interests you, bring it to the P.A.A. Board of Directors for their consideration. They will be happy to review your request.

What the Parker Athletic Association needs is you and your ideas. For additional information contact: Steve Schuler, President (7045); John Livick, Vice President (7404); Laury Popp, Treasurer (7556); or Jane Redenius, Secretary (7144).

**Steve Schuler  
President, P.A.A.**

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FOR EMPLOYEES OF PARKER PEN USA LTD.

## Centennial Open House Planned for August 12

THE COMPANY HAS SET ASIDE AUGUST 12 as the day that the 100th anniversary of Parker Pen will be celebrated.

Employees and the public are invited to a Dedication Ceremony beginning at 1 p.m. on the lawn and centennial flower bed area in front of the Arrow Park building. The ceremony will feature a dedication of a time capsule, the contents of which are being suggested by employees and retirees, and a centennial year flag, the design of which will be selected by judges from design entries created by employees and retirees. The Governor of Wisconsin, Tommy Thompson, has been invited to address the group, and Jacques Margry, the company's Chief Executive, will also speak at the dedication ceremony.

Immediately following the program, employees will return to work. Public tours will begin at 2 p.m. and will continue through 6 p.m.

Also as part of the Open House, a special one-day Centennial Museum will be set up in the former Research & Development building behind the main plant. It will feature exhibits of historical products, advertising and photos of the company as it evolved and grew since George S. Parker began efforts to improve his Lucky Curve ink-feed system in 1888 in Janesville. A display of current products and programs for the U.S. market and a video-tape program will also be included in the museum.

Following the plant tour and visit to the Centennial Museum, guests will be invited to refreshments served under tents on the north lawn where they can meet with company officials. "On behalf of the entire organization, we hope that all of you can join us to celebrate this most important year in the history of Parker Pen. It will be a lot of fun -- and instructive as well," said Peter J. Bentley, Vice President of North American Operations.

Employees and retirees are urged to join any of the several committees already formed to plan and run the Dedication Ceremony and Open House programs.

General Chairpersons are: Sandy Weber (7394) and Peggy Eagan (7580).

Committee Chairpersons are: Dedication: Deb Martin (7000)



100<sup>th</sup>  
ANNIVERSARY  
1888-1988



Among those chairing Centennial Committees are: top, from left, Peggy Eagan and Sandy Weber, Centennial Community Day Committee; and Pat Wyss and Jane Mueller, who are heading up the Time Capsule committee. Front row, from left, are: Chuck Hapfel, Centennial Flag Contest Committee; and forming the Centennial Picnic Committee are: Tom Montgomery, Karen Quint and Shirley Chamberlain.

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FOR EMPLOYEES OF PARKER PEN USA LTD.



Lynda Carlson, winner of the 1988 Nesbitt Associates Manufacturer's Award.

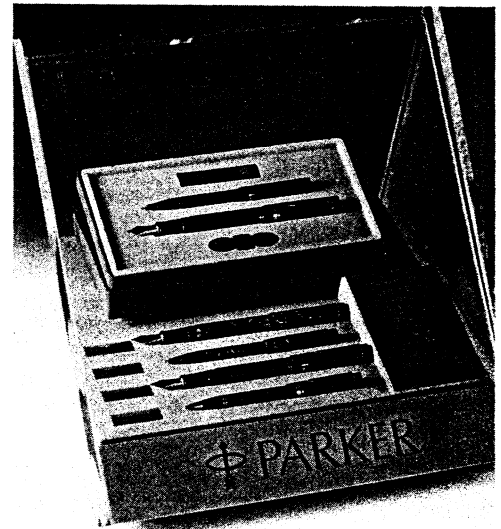
services rendered to that sales organization throughout the year. Nesbitt is a group of Manufacturers' Representatives whose job is to represent and sell the products of several companies, including, in this case, Parker Pen. Lynda was competing with employees of many companies when being named to this honor, representing Parker. She is assigned to assist the Southern Region. Nesbitt Associates is headquartered in Lancaster, PA.

In a letter of congratulations to Lynda, Tim Blalock, Southern Region Manager, noted: "All of the reps at Nesbitt mentioned the cooperation they received from you relative to order entry and follow up. They said you could be counted on 100 percent to track down and take care of their problems. Congratulations on a job well done."

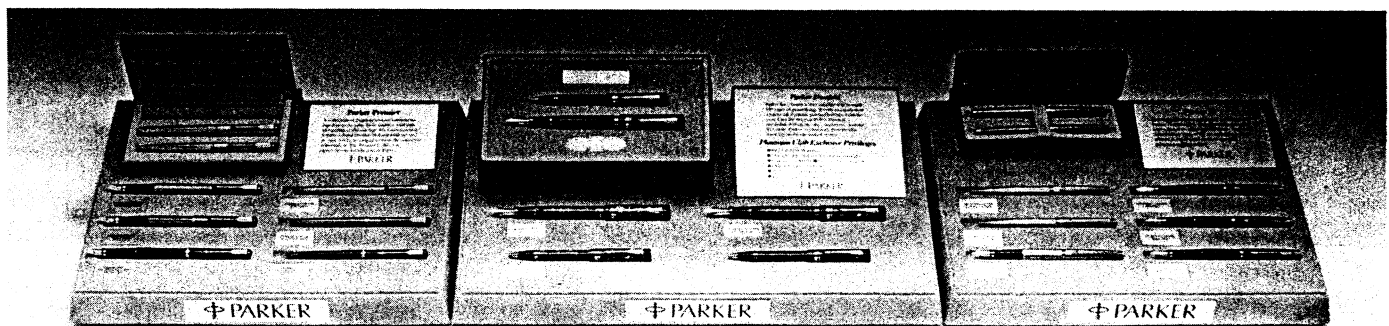
Parking and Traffic: Tom Montgomery (7308)  
Crowd Control: Larry Vincent (7380)  
Refreshments: Marge Murphy (7299) Linda Churchill (7192)  
Tour Decorations and Displays: Tom Dorscheid (7580) Victoria McCulloch (7580)  
Centennial Museum: Mike Conway (7411)  
Current Products Exhibit: Cindy Teeter (7212) Dorothy Moe (7445)  
Commemorative Gifts: Lorna Stephany (7580) Lisa Stelpflug (7580)  
Ambulance & Disabled Facilities: June Loertscher (753-9695)

Entry blanks for the Time Capsule suggestions and for Centennial Flag Design Contest have been sent to retirees and have been set up in the break and lunchrooms around the plant. Deadline for the Time Capsule entries is July 22. Chairperson for the Flag Contest is Chuck Happel and Chairpersons for the Time Capsule are Jane Mueller and Pat Wyss.

Because of Outstanding Service on the part of Lynda Carlson, of the U.S. Retail Customer Service Department, Parker Pen was honored with the annual Jim Nesbitt Associates Manufacturer's Award based on



New on-counter display case for Duofold Centennial securely displays each finish of the new range and highlights the privileges of the new Platinum Club for Duofold Centennial owners. Members of the sales team are placing the new display in high-end retail outlets.



**NEW INCASE TRAY LINEUP** -- A fully new series of incase display trays for upscale Parker gift and luxury products has been developed and is now being placed by the sales force in accounts that carry and sell high-line writing instruments. The trays are coordinated for complementary placement next to each other in the glass display cases of these accounts. A separate display for Duofold Centennial, Parker Premier and Parker 75 are shown here. Each display includes an imprinted plate describing the features of the respective product lines and identifying the specific product finishes. Both bulk products and the respective gift boxes are shown. "Reception of this series of displays at the June sales meetings was excellent. They are already being placed in the more affluent accounts such as pen shops, department stores and distinctive gift shops," noted Paula Falk, Manager of Marketing Services.



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FOR EMPLOYEES OF PARKER PEN USA LTD.

**50 LIMITED EDITION DUOFOLD CENTENNIAL PENS TO BE PRESENTED IN 1988** -- As part of the celebration of 100 years of business in 1988, 50 strictly limited edition Parker Duofold Centennial pens will be presented to high-ranking officials in government, business and education. The pens are serialized, are included in a special wooden presentation box and bear the centennial logotype in the crown as a die-struck emblematic. Each will also include a personally signed certificate of authenticity from Peter Bentley, Vice President of North American Operations. Among the notables who have already accepted one of the pens are: **President Reagan, Vice President George Bush, Secretary of Defense Frank Carlucci** and others. Corporate Markets Account Manager Susan Watts had the opportunity to meet with **Robert Schoellhorn**, chief executive officer of **Abbott Laboratories** in Chicago to present him with one of the pens. Abbott is one of CMD's largest accounts.



Corporate Markets Account Manager, Susan Watts, presents one of 50 Limited Edition Duofold Centennial pens to Robert Schoellhorn, chief executive officer of Abbott Laboratories, one of CMD's largest accounts.

**PARKER INTRODUCES PLATINUM CLUB** -- Parker has created the exclusive Platinum Club for all owners of the new Duofold Centennial fountain pen or ball pen. Packed into each gift box of Duofold Centennial pens will be a Platinum Club brochure explaining the privileges of the Club: (1) Full lifetime warranty, (2) free cleaning and service checks once a year for 10 years, (3) free fountain pen nib exchange, a selection from among the four standard nibs and 13 italic or calligraphy nibs available by special order from Parker UK, (4) free ink cartridges with service checks and (5) an exclusive Toll-Free customer assistance number for Club members to call. The new on-counter display for Duofold Centennial highlights the **Platinum Club** privileges as well as the three different line finishes and the product's gift presentation box.

**NEW KEY DEALER AND BUYER PUBLICATION LAUNCHED** -- TradeNotes, a new full-color newsletter directed at Parker's 2,000 key dealers and buyers, was launched with its inaugural issue in May. "This will be an ongoing effort to communicate news about Parker and the industry to those people who buy our products for resale to the consumer. We hope this will improve what already has grown to be excellent relations with our direct customers -- and, thereby, assist the sales team when they make their calls," said **David Connors**, Director of U.S. Retail Sales.

Among the stories covered was the successful increase in Parker's gift and fountain pen sales over the past two years. The publication noted that sales of **\$10+ gift pens were up 38 percent** since January 1986. Classic sales have increased **103 percent** since 1984 and, over the past two years, fountain pen sales have increased **152 percent**, according to TradeNotes.

Plans call for the publication of TradeNotes in September, January and May of each year.

**CONGRATULATIONS TO SALES ACHIEVEMENT WINNERS** -- Dave Connors also honored several members of the Field Sales team at the National Sales Meetings in June for their outstanding performances in 1987. The **Top National Accounts Manager** was **Sherrell Welcker**, headquartered in the Chicago office. The **Top Account Manager** was **Karl Myers**, New York, whose performance included sales of 40 percent over forecast and successful placement of the Duofold Centennial pen in many of New York's upscale stores. The **Top Manufacturers' Representative** was **Kris Miller**, Houston. The **Top Region** was the **Northern Region**, who were recognized for superior performance as a team. **Region Manager Dave Jensen**, Chicago Office, accepted the award on behalf of the region.

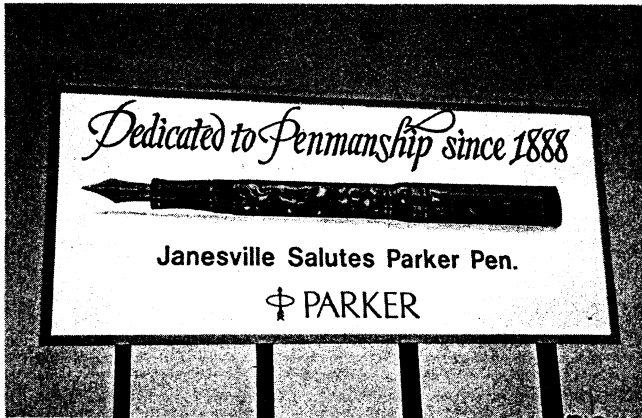


TradeNotes is a new publication to be issued by U.S. Retail three times annually to key dealers and buyers to inform them about news at Parker and in the writing instrument industry. The inaugural issue was released in May.

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FOR EMPLOYEES OF PARKER PEN USA LTD.



City of Janesville outdoor sign on Interstate 90 salutes Parker Pen.

**JANESVILLE SALUTES-PARKER PEN** -- A new 8 foot by 18 foot outdoor advertising sign has been erected by the City of Janesville to salute the company on the occasion of its centennial year. The fully illuminated sign is located on Interstate 90, on the east side of the highway facing northbound traffic immediately adjacent to the right-of-way between Highways 14 and 26. Plans call for the sign to remain up for about a year's time. The sign reads: "Dedicated to Penmanship since 1888. Janesville Salutes Parker Pen." The sign shows a full color photo of the Marbled Blue Duofold Centennial fountain pen.

executive officers of the top 500 manufacturing firms as ranked in the April 25 issue of the magazine.

FORTUNE publishes the ranking each Spring. The pens were sent with a cover letter from Mr. Hayes congratulating each executive for his accomplishments during 1987.

In the letter, Mr. Hayes said: "Hollywood has its Oscar, the record industry has its Grammy and business has its FORTUNE 500. Congratulations on your inclusion this year ..."

"To celebrate your company's appearance in the 500, we've commissioned Parker Pen to create a special 500 commemorative pen. Please accept it with my best wishes for continued success in 1988."



James B. Hayes  
Publisher of FORTUNE



More than 60 employees and retirees volunteered to help plant the Centennial Flower Garden and landscape the Arrow Park grounds on June 4 in preparation for the company's centennial events this summer. Tool-room retiree Fran Gilbertson is shown ceremoniously planting the first flower in the planting bed which is in the design of the Parker logotype. Robert Walker, Director of Marketing, represented management and dedicated the flower garden to the thousands of employees who, over the past century, have contributed to make Parker what it is today.

**HAWAII SALES 69% OVER FORECAST** -- Mike Hinderlie, Military and Duty Free Sales Manager, reports that S&K Sales Company, Parker's representatives for the retail and military markets in the Hawaiian Islands, achieved record sales of more than \$360,000 for the first six months of the year, a 69 percent increase over the same period last year. The increase is attributed to focusing of products to the Japanese tourist trade and the emphasis on the \$10+ gift and luxury pen market.

**EMPLOYEES' KIDS WIN SCHOLARSHIP** -- The children of two employees were awarded \$1,000 scholarships by the National Association of Writing Instrument Distributors, which only awards three such scholarships annually. Christine Nagel, the daughter of Ruby (Human Resources), will attend the University of Wisconsin at Whitewater, and Mark Tinkler, son of Steve (Production Engineering), will be enrolled at the University of Wisconsin at River Falls. Congratulations, students!

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NewsNotes Editor is Gene Rohlman, Extension 7112

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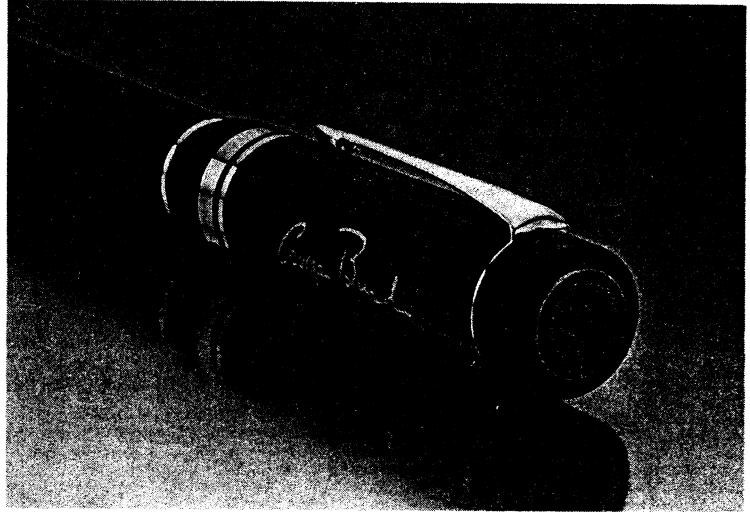
February 27, 1989

FOR EMPLOYEES OF PARKER PEN USA LTD.

**Parker Duofold Selected as Official Inaugural Pen ...** The Parker Duofold Centennial fountain pen in black was selected and used by the American Bicentennial Presidential Inaugural Committee as the official pen of the 1989 inauguration of President George Bush.

Fifty of the 18K gold nib fountain pens were customized, featuring a hand-engraved and gold-filled signature of President Bush. The crown of the pen was fitted with a die-struck brass emblem of the official Bicentennial Inauguration Seal.

The pens were used as gifts and as ceremonial signing pens during the inaugural day festivities. In fact, both Associated Press and the **New York Times** reported that the special Duofold pens--and other Parker products with the official Presidential Seal--were used during the first several presidential duties, namely to sign in the 23 nominations for the Cabinet and administrative advisers. Each of the pens were handed out as commemoratives of the occasion.

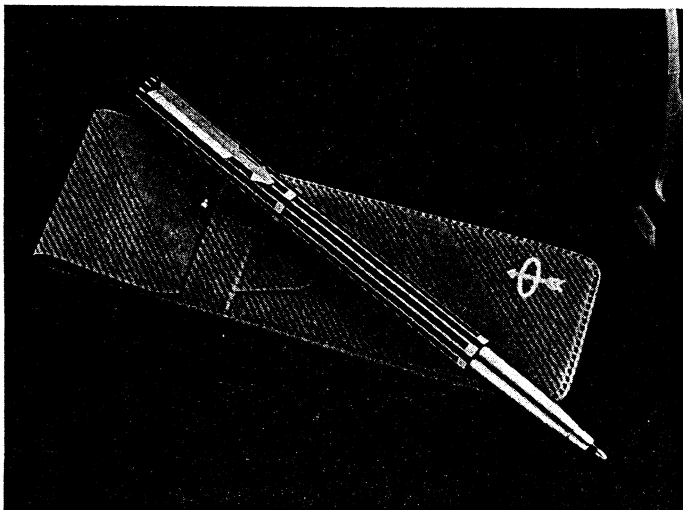


*Parker Duofold Centennial in Black, with President Bush's signature and the official seal of the Bicentennial Inauguration, was the official pen of January 20, 1989, inauguration day.*

**Quick Teamwork Delivers Parker for President's First Signings on Inauguration Day ...** When your customer is the President-elect, you move quickly to fulfill an order, especially if the pens will be the official signing pens of the first duties of the newly inaugurated President.

A rush order for 100 Parker 45s (blue barrel with Presidential seal imprinted) was confirmed the day before the inauguration, January 19, 1989. John Gibb, who represents Parker at the White House, coordinated the order with **Marge Murphy** and **Steve Schuler**. They contacted the Art Department that a "hot" order was coming. Arrangements were made with **Peggy Helwig** (Distribution Center) and **Don Brickham** (Traffic) to expedite the order and ship on time. Direct arrangements were also made with **Panoramic Corporation**, maker of the customized boxes for the pens. Everyone was informed that the President needed the pens by 8 a.m. the next day.

Because the White House was closed to any traffic on Inauguration Day, the pens had to be delivered to the home of the White House contact -- at 12:30 a.m., Inauguration morning! The pens were imprinted, packed, shipped and delivered on time.



*New Vector Mode will be promoted with free pen case.*

This is what the **New York Times** reported about the first signings with the pens: "Presented with 33 Parker pens with his name and the Presidential Seal, Mr. Bush signed his first declaration making Sunday (January 22) a National Day of Prayer and Thanksgiving, and then signed in his cabinet appointments. Then in a bipartisan spirit, he gave a pen to **Senator Patrick Moynihan**. "Put that in your pocket," he told the New York Democrat. "That's got to be worth two votes now."

**New Vector Mode with Free Pen Case Promotion ...** New from Parker Pen is the Vector Mode Roller Ball, highlighted by longitudinal stripes in three different color combinations (1) black with light blue stripes, (2) navy with green stripes, and (3) navy with red stripes. Vector Mode comes with Parker's long-writing, black-ink roller ball refill, and, as are all Parker products, is backed by a full lifetime warranty. As a consumer incentive, a design-coordinated pen case with the Parker logo is free with

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FOR EMPLOYEES OF PARKER PEN USA LTD.

each purchase. Vector Mode is available in a 36-unit bulk display, communicating the free pen case offer, with a dozen Vector Mode pens in each color and the 36 pen cases packed in. The Vector Mode is also offered bulk in slotter boxes packed in dozens per color. Suggested retail price is \$5.98.

**Free Laser Engraving Program to be Repeated for Spring 1989 ...** The successful consumer laser engraving promotion used by Parker in support of Classic and Parker 95 lines in 1988 will be repeated during the Spring 1989 gift season. The program has been an unqualified success, according to David Connors, Director of Sales for U.S. Retail.

"This past Christmas alone, we laser engraved more than 35,000 Parker 95 or Classic writing instruments sent to us by consumers who either purchased the pens -- or received them as a gift," reports Mr. Connors. "The consumers emphasized that they were impressed with the quality of the engraving and the quick turnaround from our factory. Many wrote and told us that, after seeing the quality of the laser engraving on the pens they sent early in the season, they went back to retailers for additional pens to be engraved as part of the program."

The offer includes free engraving of up to two lines, 23 characters maximum per line, for consumers who send in their self-purchases or gifts for the engraving of the name, message -- or both. The product in its gift box and a completed gift certificate, available at all participating stores, are the only required proof-of-purchase. The offer will be honored from March 1 to July 15, and the program will be promoted with on-counter cards and display headers on special assortments of Parker 95 and Classic fountain pens, roller ball pens, ball pens and ball pen/pencil sets.

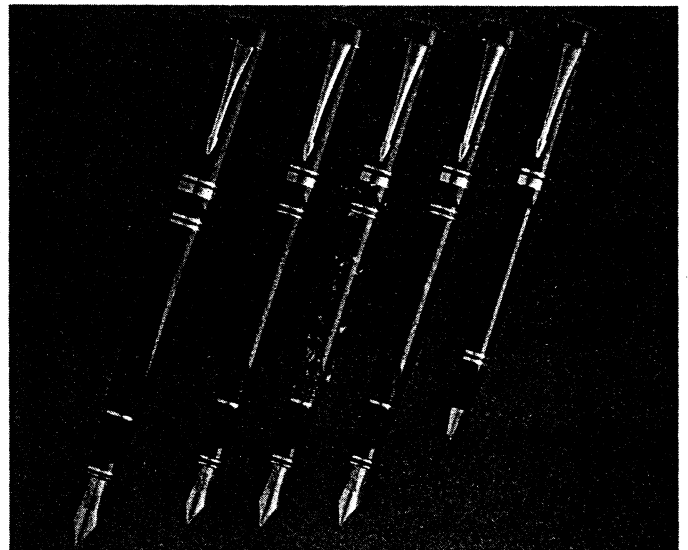
**Congratulations to Quarter Century Employees Since April 1988 ...** Those who marked their 25th year with the Parker organization since April included: Martin Terry, Mary Jo Klementz, Sandy Weber, June Baker, Carol Beilharz, Bonnie Prochaska, Chuck Rote, Terry Bose, Dave Duranti, Kathryn Woodworth, Sandy Vincent, Delores Marshall, Winonna Reed, Sandra Urban, Cathy Hanson, Orella Schrader and Robert Blake.

**New Duofold International Expands Fountain Pen Line ...** Parker will expand its successful Duofold Centennial fountain pen offering with the April 1 introduction of the Parker Duofold International, a smaller version of the Duofold Centennial fountain pen. Available in the same three finishes as the Duofold Centennial -- Black, Marbled Blue and Marbled Maroon -- the International fountain pen will feature a smaller 18K gold nib, with ruthenium writing pellet.

Nib grade options will be extra fine, fine, medium and broad, and the Duofold International owner will enjoy all of the privileges of the new Platinum Club. Suggested retail price will be \$250 for the fountain pen. The fountain pen and matching ball pen set has a retail price of \$375.



Spring engraving program will be promoted with counter cards such as this.

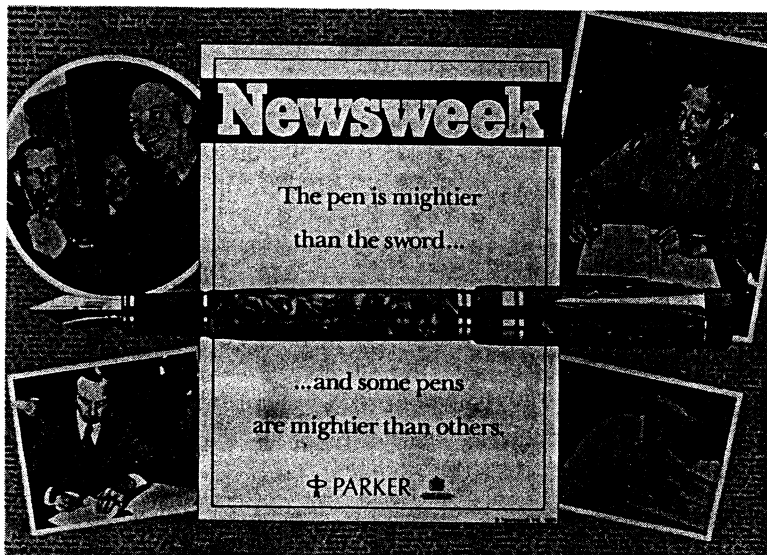


New Duofold International, a smaller version of the successful Duofold Centennial fountain pen, will be shipped April 1.

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FOR EMPLOYEES OF PARKER PEN USA LTD.



These 10 by 14-foot back-lit signs were placed by Parker and Newsweek in 52 airports around the nation during December 1988 and January 1989.

Parker's \$25+ fountain pen sales are up by more than 210 percent over the past two years, as industry sales for fountain pens over the two-year period are up about 45 percent. Industry sales of all modes of writing instruments -- disposable and refillable -- are up only about 14 percent over the past two years.

**Parker Teams with Newsweek for Outdoor Signs in December, January ...** Large 10 by 14-foot back-lit posters and signs, featuring the new Duofold Centennial pen and American military and State Department leaders, were placed in 52 airports around the nation in December and January. The signs, co-sponsored with Newsweek Magazine, were also positioned along major commuter rail routes to reach millions of travelers during the peak gift season.

**Parker Video Produced for Trade Shows, Training, Orientation and Customer Calls ...** A 17-minute video, *The Parker Pen Story: Signature of Excellence*, has been produced to tell Parker publics about the company and its rich history of building only the finest quality into Parker pens for 100 years.

The video shows Parker's in the hands of famous people in history (among them Princess Diana, Queen Elizabeth II, five Presidents, Generals Eisenhower and MacArthur) and demonstrates the measures we take to assure that Parker fountain pens, mechanical pencils, ball pens and roller ball pens are the best available in the global marketplace.

**Parker Duofold Dropped 3,000 Feet from Plane -- and Returned 62 Years Later ...** Believe it or not. A Parker Duofold fountain pen, dropped 3,000 feet from a plane at Fort Bliss, Texas, in 1926, has been returned to Parker for our Archives. That very pen was the subject of a magazine ad produced in 1927 to promote the durability of Parker non-breakable barrels. It was picked up at Fort Bliss the day the airstrip was being dedicated -- and the day Parker decided to conduct this demonstration "torture test" with the Duofold.

A Mrs. Mellor, of El Paso, picked up the pen that day. It has been on exhibit at a local Texas pen retailer for a number of years.

After seeing Parker advertising, Mr. Chauncey Mellor, of Pittsburgh, her son who inherited the pen, contacted Joe Snyder of a Parker Representative Organization, Nesbitt Associates, and offered the pen back to Parker. An exchange was made, and the pen that made history will be part of Parker's Archives for posterity.

**Consumer Response to Toll Free Ad Number Overwhelming ...** A toll-free phone number (1-800-BEST PEN) was included in the extensive national consumer magazine advertising for Parker in November and December to assist readers who were interested in Parker products as gifts. A study compiled in January showed that Parker Customer Services personnel fielded more than 2,200 calls in the six-week period from November 1 through mid-December.

**Non-Breakable Barrels Dropped 3000 feet!**

*The Pilot's Letter*  
 June 19, 1926.  
 As you P. M. remember I took off in my first airplane... I carried on for until my shattered barrel, then I jerked up the pen and I had reached the ground... I am sure that I made a landing near my starting point. The pen remained unbroken... even from aeroplanes. And no guarantee against breakage that any maker can offer is half so conclusive as these tests that Parker Duofold has withstood.  
 This combination -- the Parker Non-Breakable Barrel and the Parker Duofold Point -- makes the greatest writing instrument the world has ever seen, a point guaranteed for 25 years, not only for mechanical perfection, but usage!  
 Select your Parker Duofold at any good pen counter.

**Parker Duofold**  
 With Lucky Charm Point and 100% Pure Parker Duofold 27

The actual pen dropped from the plane shown in this 1927 Parker ad has been returned for the Archives.

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FOR EMPLOYEES OF PARKER PEN USA LTD.

Consumers with specific questions -- such as the suggested retail prices of certain Parker products -- were provided an immediate answer or were mailed informational literature. Those who requested information about the purchase of Parker writing instruments were provided the name, address and phone number of the nearest dealers who carried the specific product line in question.

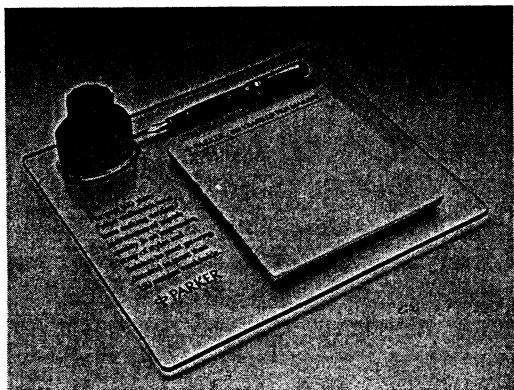
The magazines which accounted for the most toll-free responses were: **People, Life, Newsweek** and **The New York Times**. The free standing Sunday coupon insert, supporting the Christmas free engraving program, also generated a large number of inquiries for Parker Classic and Parker 95 products.

**Top Screen-Printing Award to Parker ...** For the second consecutive year, Parker Pen has been awarded top honors in an international printing competition sponsored by the **Screen Printing Association International**. The competition, called the "Golden Squeegie Awards," was held during the association's annual international convention, Screen Print '88 International, in Houston.

A Parker Vector Roller Ball with a six color imprint won an **Award of Excellence** in the **Three Dimensional Plastic Promotional Items** category. The competition featured over 1,500 samples of work submitted by over 200 companies from the U.S. and 31 other countries worldwide.

**Parker Test Center Wins Industry Award ...** Parker has been presented an **Outstanding Merchandising Achievement Award** from the **Point-of-Purchase Advertising Institute** for the Parker Test Center, a writing stand for Parker dealers allowing consumers to test write with Parker products. The competition is held annually, and Parker's entry was judged in the category of personal products.

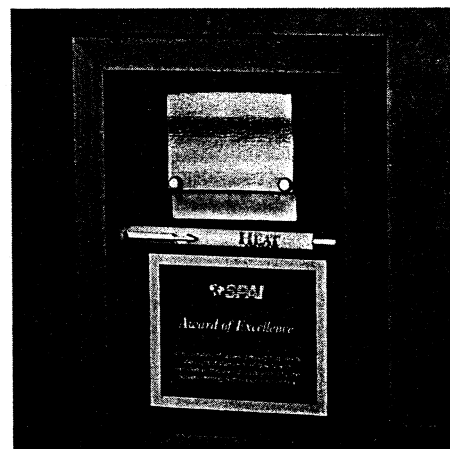
**Parker Heritage-Oriented Ad Earns Honors, High Readership Scores ...** The Parker magazine 2-page spread Heritage-theme advertisement has been named one of the best ten magazine ads of 1988 by **Ad Week** magazine, an advertising industry trade journal.



The Parker Test Center was honored with the Outstanding Merchandising Achievement Award by the Point-of-Purchase Advertising Institute.



Parker at the Movies -- Actor Kevin Costner will be using Parker Vector products in the upcoming Universal release, *Shoeless Joe*, a motion picture about the return of a 1920s White Sox baseball team to compete in the 1980s. The film was shot on location near Dubuque, IA, in the summer of 1988.



The Screen Printing Association International has awarded Parker top honors for six-color imprinting of Vector products.

In noting the selection, editors said:

"In this era of disposable everything, Parker draws on history -- from the treaty ending the Spanish-American War to the deal that brought U.S. hostages out of Iran -- to emphasize its lasting quality. If a Parker was good enough for Ike when signing the German surrender, it'll suffice for any occasion you or I might have. There's also a pleasure in the details of the pens' manufacture: 'To polish a nib to Parker standards takes 56 hours using a rotating drum of walnut shells.'"

The same ad also earned the number 1 Starch Readership Score of 90 as reviewed in the April 25, 1988, Fortune 500 issue of *Fortune Magazine*. The same ad also scored among the top 12 ads of 90 reviewed in the November 27 issue of *Sports Illustrated*.



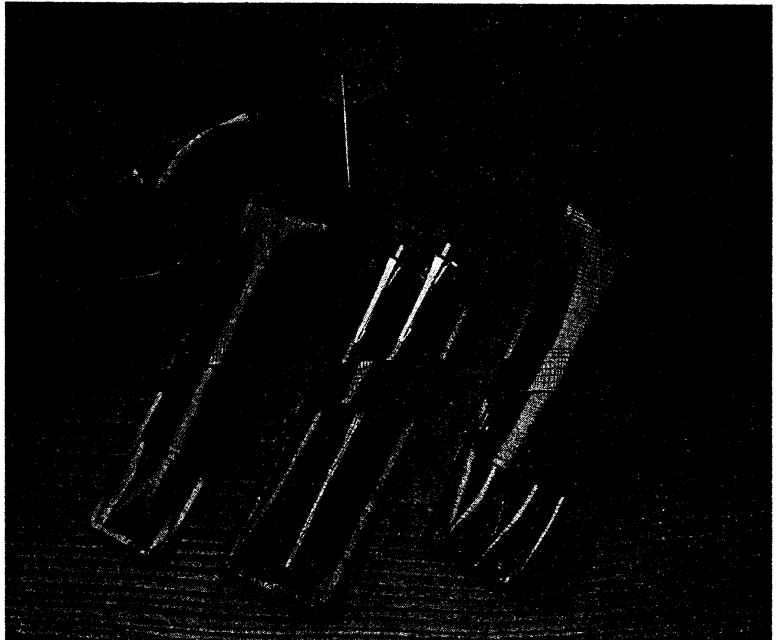
# NEWS·NOTES

February 27, 1989 (Continued)

FOR EMPLOYEES OF PARKER PEN USA LTD.

**Parker Offers Genuine Leather Pen Cases ...** As part of the overall effort to move its image upscale, Parker has introduced genuine leather kipskin pen cases as an accessory for Parker writing instruments in solid acrylic, precious metals or laque finishes. The cases are available in single, double or triple pen versions, and are hand cut and sewn by a Wisconsin leather manufacturer exclusively for Parker. A customized 22-K gold hot stamping program is also available for accounts who want to hot-stamp their logo or store name on the cover of the pen cases. This is available with a minimum order of 48 cases and a one-time \$50 die charge.

The cases are available in a compact shipper-dispenser that becomes an on-counter display offering four single, six double and two triple pen cases. The black cases are finished in a fashionable embossed baby lizard pattern, and the Parker logo is gold hot-stamped in a debossed area on the back of the cases. The shipper-dispenser assortment is available for \$335. Suggested retail prices for the individual cases are: single \$25; double \$27.50; and triple \$35. The cases are also individually wrapped and sold in minimum orders of 1 per style.



*Parker has introduced attractive kipskin leather pen cases for gift and luxury writing instruments.*

**Inflight Duty Free Adds to Duty Free Business Growth ...** Canadian Airlines of Vancouver, BC, has opened with Parker with an order for \$33,500 in imprinted Vectors in a Duty Free 9-Pack. Canadian is the fifth airline account for the Inflight Duty Free Area, the others being **United**, **Northwest**, **Ward Air** of Canada and **Sky Supply**. Military and Duty Free Manager, **Michael Hinderlie** reports that FY89 Duty Free business year-to-date has grown by 256% over the previous fiscal year.

**50,000 Imprinted Jotters for Women's Magazines ...** Bauer publishing has placed its second order of 50,000 white Jotters for its magazine promotionals in support of **Women's World** and a new publication it will be launching, **First For Women**.

**Long-Time Service at the University of Louisville ...** An award for loyalty to Parker products should be presented to **John M. Houchens**, Registrar for Louisville University from 1949 through June 1971. During his tenure, Mr. Houchens signed more than 24,000 diplomas and certificates with a Parker Duofold presented to him by his wife in 1926. Mr. Houchens is now 85 years old and, according to reliable sources in Louisville, is a legend at the university because of his ongoing and appreciated contributions to the Louisville, KY, community. A major building on campus is named in his honor.

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*NewsNotes Editor is Gene Rohlman, Extension 7112*

# NEWS

## Notes

Winter 1989

For Employees of Parker Pen USA Limited

## Exciting News In An Exciting Season

Greetings!

Appropriately, with the excitement of the holiday season, there are some exciting things happening at Parker Pen. Despite a somewhat sluggish economy this fiscal year which resulted in sales growth not being as strong as it has been the previous two years, we have nevertheless seen a resurgence in sales in the third quarter, just in time for Christmas, and this means good news for Parker USA.

There are several reasons for our recent sales increase. Certainly the Duofold International and the publicity surrounding its introduction are factors. There is the launching of the Parker 88 Place Vendome, which is already a success in Europe. And there is our national advertising campaign—the largest in the company's history—which will give our products unprecedented exposure.

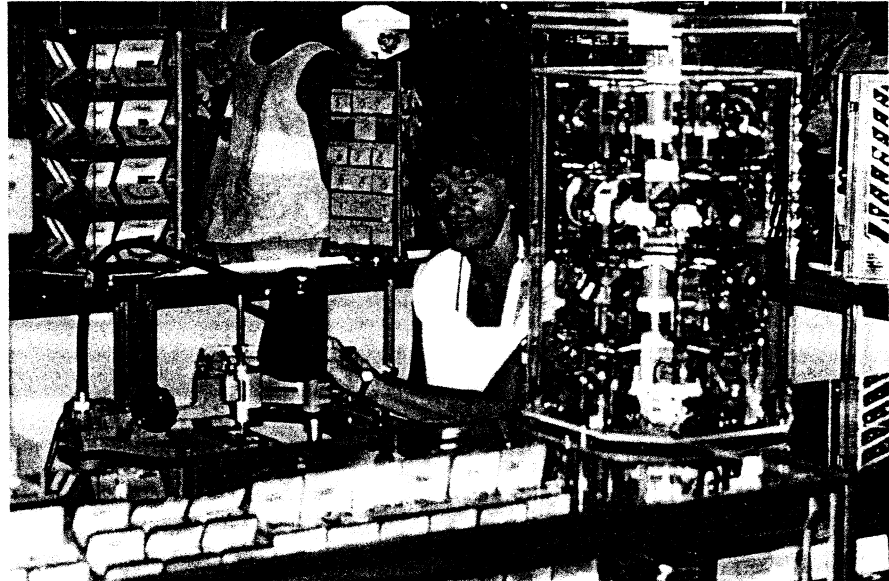
These and other exciting programs at Parker have played a key role in generating our current rise in sales. With our plans for the remainder of this fiscal year, we are confident that we should continue to see good sales growth.

In addition to our good sales news, there are positive things happening in other areas at Parker. For example, the introduction of the Total Quality Process has been very successful, and there is no question it will play a major role in leading us to future growth. And manufacturing has made solid strides with programs like Just-in-Time, which will undoubtedly have a significant impact on Parker in the years ahead.

Thank you all for your superb dedication and effort during FY89. I am very confident that with the same continued effort we will succeed in the coming year.

I extend my sincerest wishes to you and your families for a very Merry Christmas and Happy New Year. By working together we can look forward to continued success.

Peter Bentley



**Parker Engraving Promotion A Hit at Wal-Mart Grand Opening** Parker's free engraving promotion was a solid success during the grand opening of Wal-Mart's new store in Janesville. Judy Anderson, Phyllis Connell (above) and Karen Townsend, all Graphics Operators, performed free engravings during the three-day promotion. "Judy, Phyllis and Karen did a great job," said Marty Peters, Process Engineer. "Things went very well. We sold so many pens we had to restock several times."

## Parker Launches Largest Christmas Promotion Ever

This fall Parker Pen kicked off its 1989 Christmas program—the biggest in the company's 100-year history.

Parker is again offering free engraving gift certificates for all 95 and Classic pens, as well as a special Duofold holiday promotion, which will enable us to strengthen our position in the luxury writing instrument market.

To reinforce this promotion, Parker unveiled earlier in the fall the largest national advertising campaign in the company's history. In addition, we are making available ad slicks, counter cards and mail enclosures to maximize point-of-purchase impact.

Parker is also offering a sleigh display to dealers to promote Jotter and Vector roller ball pens, ball pens and sets during the holiday season.

## The Need for Quality

*If there was ever an example of the need to continually strive for excellence in quality and service in our industry, the following letter is surely it.*

Eugene G. Rohlman  
Marketing Communications Manager  
Parker Pen USA Limited

Dear Gene:

It's not often I write a fan letter regarding a pen. However, in this case it's more than warranted.

In January, I bought a Duofold and I have NEVER had a better writing instrument in my life! A little background if you please:

For years I wanted a Mont Blanc Diplomat pen. Why? I don't know, just a status symbol if I had to come up with a reason. Lo and behold, my wife bought me one for Christmas. From the first moment I tried using it I was miserable. Something I had wanted for so long proved to be a monumental error in desire. It skipped, scratched and just plain became an irritant.

(Continued on page 3)

PARKER

## Looking At Quality Nationwide

In a survey of American senior executives on quality by the Gallup organization, the following findings were discovered:

- Japan is no longer perceived as the greatest challenge to American business. Seventy-two percent of the respondents said their greatest quality challenge comes from U.S. companies compared to 54 percent in 1987.
- Quality helps make a company recession-proof. Seventy-three percent said an industry quality leader is less susceptible to recession than its competitors.
- Fifty-one percent said that the U.S. is gaining on foreign competition in quality; 29 percent said it is holding steady; and 19 percent said it is falling further behind.
- Quality is becoming a strategic issue. Fifty-seven percent said their boards of directors discuss quality frequently, while 35 percent said it is discussed sometimes, rarely or never.

## Sales Achievements

At the national sales meeting this past summer, the following members of Parker's sales force were recognized for performance excellence:

- Roger Pettit, Dallas (Southern Region) - Account Manager of the Year.
- Nancy Zolpe, Chicago (Midwest Region) - National Account Manager of the Year.
- Southern Region (Tim Blalock, Regional Manager) - Region of the Year.
- Stapleton Marketing Associates, Rochester, New York - Manufacturing Representative of the Year.



*National Sales Meeting '89* During the national sales meeting, which was highlighted by the theme, "Wake the Nation," Parker's sales personnel met throughout the week to review sales and marketing objectives and strategies. At a meeting (above) of the Southern Region are (from left to right) Merritt Davis, Bud Canfield, Larry Dresen and Bryan Horn.



*Pen Pals* As a member of the Alaskanettes Baton Twirling Corps, Shelley Buckman (right) of Anchorage, Alaska, presents several Parker Jotter ball pens to some new friends during the group's recent trip to Minsk, U.S.S.R. The Alaskanettes are nationally recognized and represent Anchorage at festivals, parades and other events.

## College Scholarship Winners

- Christine Nagel, daughter of Ruby Nagel (Human Resources) - National Association of Writing Instrument Distributors (NAWID) Scholarship
- Mark Tinkler, son of Steve Tinkler (Manufacturing) - NAWID Scholarship
- Michael Weisgerber, son of Dick Weisgerber (Manufacturing) - National Office Products Association Scholarship
- Gina Youtzy, daughter of Carol Youtzy (Production) - Jerry Warner Scholarship/Catalog Showroom Merchandiser Communications Company

These scholarships are awarded on the basis of academic standing, financial need and other factors. Scholarship

notices are posted on the bulletin boards and additional information is available from Ruby Nagel, Human Resources, or Erlene Cox, Employee Relations.

## The Need for Quality

(Continued from page 1)

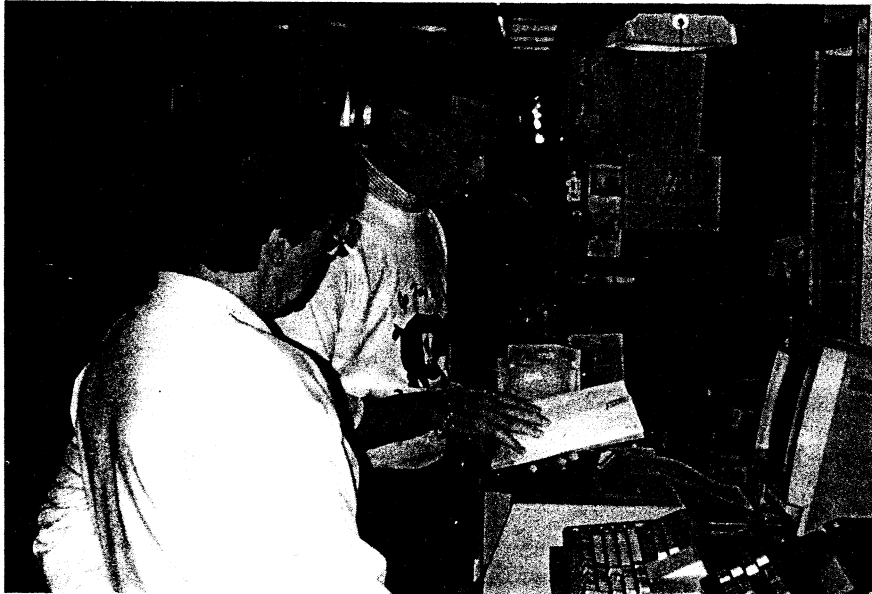
Fortunately, she had bought it at Silver's, a reputable dealer in the Detroit area. Within a few days after Christmas I took it back. I was seriously thinking of exchanging it for a different one, giving Mont Blanc the benefit of the doubt as perhaps it just had a bad nib. But the more I thought about it while waiting for a clerk, the angrier I became so I just returned it and washed my hands of the entire incident.

A few weeks later, Silver's put Parker Duofolds on sale and I took a closer look at them. I bought one and became an instant fan. What a great pen! I've since sent in all of my papers for the Platinum Club.

As mentioned, I usually don't write fan letters. This is an exception.

Cordially,

A. D. Vinikour  
Farmington Hills, Michigan



*Sticky Business* In fulfilling his two-hour job change agreement as part of Parker's United Way campaign promotion, Peter Bentley receives instruction from Lynne Dunlavy on package labeling.

## Parker Celebrates Successful United Way Campaign

Parker Pen enjoyed a very successful United Way Campaign in 1989. Parker received pledges or direct contributions from 427 employees, including 97 who gave Fair Share. Total employee contributions were \$31,147, which was matched by a company contribution of \$19,897 for a total of \$51,044. Peter Bentley served as head of the local United Way campaign, and Rick Edwards was training chairman.

The winner of the general drawing was Curt Wall, Tool Design, who along with his department received a cake, compliments of Peter Bentley. In the two Fair Share drawings, the winners were Kim Rorabeck, Vector, and Lynne Dunlavy, Service. Kim enjoyed a catered lunch from Peter, and Lynne received a brief reprieve from her duties while Peter, as agreed, performed her job for two hours.



*Classic Lines* Author F. Ross Holland autographs copies of his book *America's Lighthouses* with a Parker Classic at the 225th anniversary of the Sandy Hook Lighthouse celebrated in June. Built in 1764, the Sandy Hook Lighthouse is located in the Gateway National Recreation Area in New York City and is the oldest operating lighthouse in the United States.

## Praiseworthy

Bill Englehart  
Manager of Field Sales  
Parker Pen USA Limited

Dear Mr. Englehart:

I want to take a few moments to thank you for having sales people in your organization like Roger Pettit.

Recently I held a Parker Pen show and was absolutely swamped with people. Roger did a fantastic job under a great strain and really carried the show.

I am an antique pen collector and have Parkers that date back to the beginning of the company.

I have been sold on your company for a long time. Roger reinforced that for me, and I now plan to increase my Parker buying and decrease my Waterman buying.

I have found Parker to be very supportive of my small operation, and I appreciate this very much.

Hold on to Roger—he's a keeper!

Sincerely

Stephen Miller  
Stephen Miller Fine Jewelry  
Shreveport, Louisiana

Karl Myers  
Account Manager  
Parker Pen USA Limited

Dear Karl:

On behalf of everyone at the Koenig Corporation, thank you for an excellent presentation. Your diligence in preparation and organization certainly paid off. The feedback we have received from our stores was enthusiastic. Again, thank you for a job well done.

Sincerely,

Carla Steiger-Meister  
Direction of Communications and  
Convention Planning  
The Koenig Corporation  
Milford, Connecticut

(Note: This letter is in response to a product presentation made by Karl to store managers of Koenig Art Emporiums, a chain of art supply stores.)

## 1989 Service Anniversaries

### 5 Years

Dick Adam	Manufacturing
Eureka Bausch	Manufacturing
Wally Clark	Manufacturing
Gretchen Eby	Western Region/ Retail Sales
Betty Farrell	Western Region/ Los Angeles
Dan Fredricks	Marketing
Susan Furan	Manufacturing
John Jacks	Manufacturing
Tom Montgomery	Finance
Marge Murphy	Corporate Markets Division
Jane Ann Redenius	Administration
Cynthia Teeter	Manufacturing
Steve Tinkler	Manufacturing
Roger Willeford	Manufacturing

### 10 Years

Michael Hinderlie	Retail Sales
Shirley Larson	Corporate Markets Division
Marty Peters	Manufacturing

Laury Popp  
Lynda Schiel

Finance  
Manufacturing

### 15 Years

Diane Bliss  
Erline Cox  
Gary Dieterichs

Finance  
Employee Relations  
Corporate Markets  
Division

John Graham  
Joseph Jackowski  
Jill Leeder  
Donald Nelson  
Everett Twing  
Robert Waddell

Finance  
Production  
Manufacturing  
Production  
Production  
Production

### 20 Years

Joyce Archer  
Dennis Hopper  
Dan Piehl

Retail Sales  
Finance  
Manufacturing

### 25 Years

Phyllis Anderson  
Dolores Dilley  
Michael Klister

Administration  
Administration  
Retail Sales/  
Western Region  
Marketing

Isabel Millard

### 30 Years

Patricia Nehls	Production
Honarae Thompson	Production
Bergene Wilcox	Marketing

### Retirees

Gerald Fisher	Production
Oct. 7, 1944 to Apr. 1, 1989	
Peter Hatfield	Production
Mar. 27, 1961 to Mar. 1, 1989	
Margaret Klippel	Retail Sales
May 25, 1964 to May 31, 1989	
Robert Manthei	Production
June 27, 1960 to July 1, 1989	
Norman Schuelke	Production
Oct. 31, 1966 to Oct. 27, 1989	
Kenneth Sime	Production
May 29, 1944 to April 1, 1989	



*A Model for Diplomacy The Parker 75 has traditionally been the choice of leaders, royalty and dignitaries throughout the world for official signings and other ceremonies. Dr. E.J. Nordby (left) of Madison, Wisconsin, presents a specially engraved Sterling Silver Parker 75 to Kjeld Vibe, ambassador to the United States from Norway, at a banquet at the Norwegian-American Museum in Decorah, Iowa.*

## Comments?

Do you have suggestions for improving *News Notes*? If so, please share them by contacting Tim Solinger, 7112. Parker Pen wants to provide the best newsletter possible for its employees. Your comments are important!

## The Parker Logo

For the benefit of new employees, and perhaps even veterans, it is occasionally useful to share again the story of the Parker logo.

In 1957 Daniel Parker formed a committee to develop a logo for the Parker Pen Company that could be used throughout the world. With the continued growth in overseas business, it became important to Parker to have a corporate symbol that did not have to be translated into other languages and that over time would command international recognition. Daniel Parker also wanted a symbol that would clearly distinguish the company from its overseas competitors.

What the committee came up with was an oval divided by an arrow representing back-to-back P's for Parker Pen, but which when combined looked like a globe or world map to reflect Parker's international distribution.

Initially, the arrow pointed down so that it looked like the arrow on a Parker pen. However, Kenneth Parker reversed the arrow to signify rising sales and profits.



## Recognized and Remembered

In a 1989 study by Ogilvy & Mather Trendsights of the most "exciting and fascinating" American companies as rated by visitors from across the world, Parker Pen was among the top 11 companies named--and the only writing instrument manufacturer mentioned. Parker was included with such companies as Coke, Nike, IBM, Pepsi, American Express and Levi's.

Additionally, a recent editorial in the *Evening Journal* newspaper of Washington, Iowa, included the Parker 51 in a list of "the marvelously good machines that American technology has brought us over the past 50 years." Some other products mentioned were the Zippo lighter, the Maytag washing machine, the Model-T Ford, the Jeep, the DC-3 airplane and the Checker Cab.

## Calling All Writers!

Have you always fancied yourself as a writer? Are you harboring a secret desire to write? If so, perhaps you would enjoy writing for *News Notes*, our employee newsletter. *News Notes* needs volunteers to contribute articles on employees and company "success stories" (quality enhancements, productivity increases, sales successes, etc.). If interested, or for more information, contact Tim Solinger, *News Notes* editor, ext. 7112. (Note: volunteers are responsible for completing assignments during non-working hours.)

# NEWS

## Notes

Summer 1990

For Employees of Parker Pen USA Limited

### Change!

First, let me say how great it is to have *NewsNotes* back into circulation once again, and more importantly, to have employees responsible for the editorials which appear. This truly makes *NewsNotes* an employee publication.

As I look back over the past four or five years and think about the changes which have occurred, I cannot help be reminded, like *NewsNotes*, it has been employee involvement and their willingness to take on different challenges which has resulted in the success we have experienced to date. Companies who have been successful in achieving this type of employee participation are the winners in the 90s and beyond because without it, no company can be successful.

The challenges which lie ahead are even greater as we face more and more competition as the world becomes smaller. Just think of the events which have taken place in the past 12-18 months and the effect they have had and will have in the future—U.S./Canada Free Trade; Europe's 1992 Common Market Restructuring; Unification of East and West Germany; U.S. and Russia's economic relationships; Asia/Pacific's continuing growth and dominance in world trade; all these events have a direct effect on Parker Pen USA Limited, and although they present major challenges, they also present major opportunities. If we succeed at becoming a world class manufacturer, and continue our quest towards total quality in all areas of our business, then we should be able to compete successfully against any company, whether they be domestic or offshore. The start we have made in these areas in the past 12-24 months has been excellent and, once again, it is a tribute to all employees in recognizing the need for change, but more importantly, making it happen.

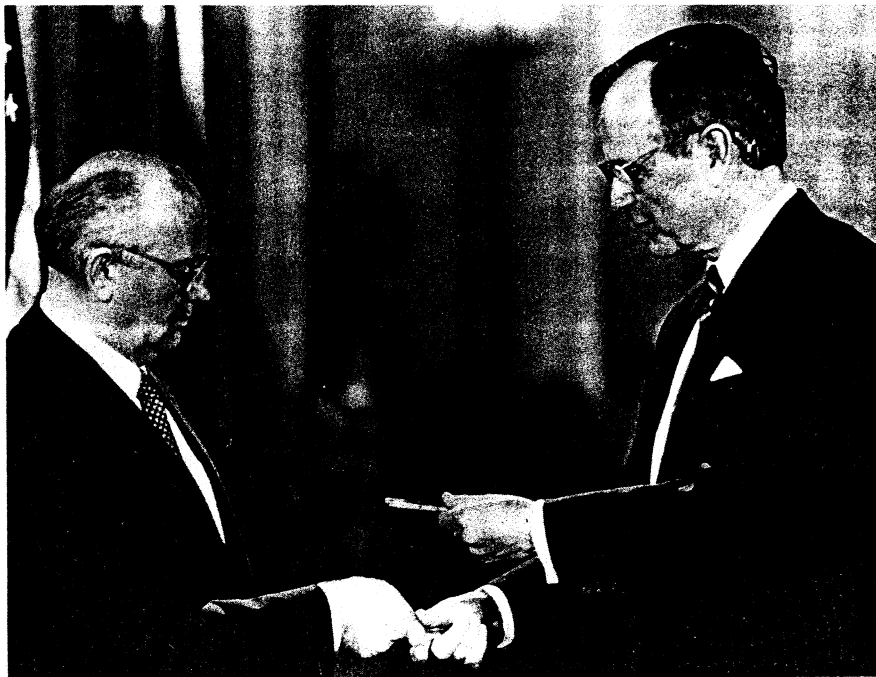


Peter Bentley

### Parker Pens Help Make History—Again

Parker pens, so often used by world leaders to mark momentous events during this century, shared the spotlight anew in the hands of both Presidents Bush and Gorbachev during historic treaty-signing ceremonies televised around the world from the White House on June 1.

The pens, made here at Arrow Park were based on the Parker "75" Sterling Silver roller ball which is trimmed with 22k gold-plate and hand polished to a mirror finish. The pens



have the signatures of the two Presidents engraved in the cap. A blue star sapphire is fitted into each cap top.

The pens were in American black walnut presentation cases laser engraved with the Presidential Seals of both countries.

Other notable occasions when Parker pens have helped make news include the INF treaty signed by President Reagan and General Secretary Gorbachev in 1987; Generals Eisenhower and MacArthur used Parkers to sign the surrender agreements with Germany and Japan after World War II, and General Clark used a Parker to sign the Armistice ending the Korean war.

According to Parker archives here, Presidents Truman, Eisenhower, Johnson, Nixon, Ford, Carter, Reagan and Bush have all used Parker pens for signing important documents.

### Attention Parker Collectors

Do you have old Parker products stashed away in a drawer or a shoebox? Would you like to find out what you have, when it was made, and what it might be worth? Are you interested in learning how to care for your "collection"? Does seeing what other people own and possibly trading your "extras" for theirs sound like fun?

If you answered yes to any of the above then contact Ed Swets, Peggy Eagan or Mike Conway. We are trying to determine whether there is any interest in starting a Parker Pen Collectors Club.

### The New Duofolds

The recent addition of the .9mm pencil, roller ball and new "twist" action ball pen provide all (4) writing modes in the flagship model line at Parker. All modes incorporate the new "enhanced" features of an engraved clip and radiused, diamond turned cap and barrel trim rings.

The new ball pen utilized a unique oil-cushioned twist mechanism that smoothly and silently retracts the refill. It, like the new pencil, features the bold gold-plated cap tops which capture the elegance of the original 1920's design.

The bodies of all the modes are crafted from solid blocks of cast acrylic which, like conventional molded plastic, is almost impervious to wear.

The fountain pen ink feed system will not leak at any normal plane altitude and features the largest solid 18k gold nib in the industry.

When combined, the Duofold collection is the ultimate in writing performance and quality.

### An Overview Of The Finance And M.I.S. Division

Welcome to the world of finance! Under the direction of Shane Dolohanty, the Finance Division is divided into two major depts., the Accounting Dept. and MIS or Management Information

(Continued on page 2)

 PARKER





electronic transfer of funds from accounts payable to purchasing without the need to write a check for payment.

As the needs of customers change, so will the services provided by the Finance Division. Please watch future "NewsNotes" articles for evidence of these changes.

## An Overview Of The Corporate Markets Division

Parker Pen's Corporate Markets Division is responsible for the sales, production and distribution of writing instruments bearing clip emblems, crown emblems, engraving, imprinting and other special markings. These pens are sold in quantities to corporations or businesses who use them for commemorating special events, sales incentives, employee recognition, awards, premiums and general giveaway items.

The various departments that comprise Corporate Markets Division (more widely known as CMD) have in some cases traveled long and winding roads before arriving here at Arrow Park four years ago.

The Graphics (Art) and Marking Departments were located in Fort Lauderdale, Florida, in the 1970's, while Customer Service and Order Processing operated out of a Quonset hut next to the original Parker building in downtown Janesville.

In 1978, Graphics moved to Dallas, Texas, to be incorporated with an ad specialty division, which was later sold. A 1982 move to Janesville's Panoramic building formed the Specialty Products Division (SPD). Two years later, after a forecast of great growth potential in the ad specialty field, the name was changed to CMD and a Telemarketing Department was born. While the Marking Department remained at Panoramic, the other groups took up residency at 1 Parker Place. CMD recorded sales in 1984 of \$5 million.

1986 saw the sale of the company and a move by CMD to its present location. Division sales more than doubled in the next five years, and recently CMD Director Vern Desbien and Unit Production Manager John Ittner reported fiscal year 1990's first-quarter sales at \$2.7 million, 31 percent over last year's first quarter and 10 percent over budget.

A typical CMD order might be generated by the Telemarketing Department's lead to the outside sales force after calling a company to follow up on a mailing, or one of Parker's more than 800 franchised distributors calling or faxing Customer Service with order information.

The Art Department and Production Planning then became involved with the specifics of the order at this point, such as the imprinting, or engraving specifications noted and the order is scheduled, usually with an event date to meet.

After Graphics does its thing to prepare the company's artwork for an optimum appearance on the pen or pencil, it's time for the production wheels to turn, carefully applying the marking process to a quality Parker writing instrument.

(Continued on page 3)

Systems. Each dept. is multi-staffed and provides numerous services and support functions many of us at Parker Pen may not realize.

The Accounting Dept. is divided into three major areas with each one providing a variety of services. The manufacturing group is continually reviewing manufacturing performances, and standard costs, providing labor analysis and are involved in various projects such as inventory management.

General accounting, the second area within the Accounting Dept., is responsible for all financial and budget reporting and provides company-wide, financial support. Other areas that are familiar to many of us include payroll, accounts payable and cash receipts.

The major responsibility of the third group, marketing accounting, is sales/gross margin accounting and analysis. This analysis can include reports involving forecasting, pricing information and marketing and sales plans. Other areas involved in marketing accounting are all credit approvals and collections and co-op and rebate reporting.

In the MIS dept., there are several areas that work together to provide computer "users" with support and services. These areas

include systems analysts, programmers, computer operators, data entry and manufacturing systems supervision. Without realizing it, most of us at Parker Pen are computer system users and all of us are a computer system "customer." We are all customers even if we only receive a paycheck and the year-end W-2 statement.

Today's trend is towards more computer users and Parker Pen is no exception. In fact, during the 1990's, it is predicted that the percentage of the industrial workforce using computers in their jobs will double. Parker Pen is a very "typical" company with 25% of the entire workforce, Production-Skilled-Office, using a computer in their job. Almost 60% of the office workforce uses a computer in their job. Personal computers, pc's, are used in many areas and the laser engraving operation utilizes a pc, also.

One project that is currently being worked on is the Electronic Data Interchange or EDI. This system will allow one computer to "talk" with another and exchange information about the status of an order. A computer may "ask" another computer to ship a certain amount of product only to discover there are not enough parts. An in-house application that is being explored would allow an

When the order has been shipped, the distributor billed, and any follow up handled by Customer Service and/or Telemarketing, hopefully Parker has another satisfied corporate customer who will be back to order again in the very near future.

## An Overview Of The Manufacturing And Distribution Division

The Manufacturing and Distribution Division at Parker Pen U.S.A. Ltd. combines the functions of Distribution, Engineering Services, Purchasing and three Production Units. Each of these functions is actively working on improvement through teamwork and individual effort to achieve World Class Manufacturing standards, an essential to support the "Ascent to the Top."

The Distribution department contains Customer Service for export and retail customers, Repair Service for North America and the Shipping department, which packs product for our worldwide customers. A high level of Customer Service is given in order to compete in today's market place. We measure this by monitoring on-time delivery performance and the percentage of orders shipped complete. Recently, a consulting company was asked to help us identify ways to improve results through better planning, faster response and reduced costs. The Repair Service area has been working on identifying areas of improvement to achieve short turnaround times for customer orders—important to support the company's Quality Vision.

Engineering Services combines Central Maintenance, Tooling Design, Building and Groundkeeping. A prevention program has recently been initiated called Total Productive Maintenance (TPM). TPM will be a five year process which will link the participation of operators, toolmakers, maintenance, supervisors and engineers. The goal of TPM is to bring all equipment up to World Class standards and implement a system to keep it there.

The Purchasing department has been working with our suppliers who have a major role to play in helping to support our operation and help Parker achieve high quality, quick response and low cost. In the last two years, the department team has worked to develop "Quality partnerships" with our key suppliers. By working more closely with fewer suppliers, service to internal customers can be improved with better delivery times, reduced defects and decreased costs.

The Production Units consist of three areas or "factories," each performing a different function. The Refill Unit makes inks, balls, points, and assembles the finished refills. The Assembly Unit produces the Vector, Jotter and Classic range. The components are produced by Eyeletting, Molding, Sputtering, Tubbing and Sundstranding and together comprise the third Production Unit, Components. Each of these Production Units is organized with the necessary resources to function as an individual "factory" responsible for improving quality, cost and response time.

Each of the Manufacturing Units also has a wide variety of teams addressing specific improvements. One of these improvements is the implementation of Just-In-Time (JIT) delivery of components and materials. Through JIT improvements, we are able to reduce inventory, eliminate waste, reduce lead-times and the space required. The increasing involvement of all types of employees has been a key in progressing toward World Class competitive standards.

## An Overview Of The Human Resources/ Employee Relations/ Administration Division

Have you ever wondered what the Human Resources/Employee Relations/Administration Departments do?

Hiring new employees, co-ordinating recalls and layoffs are just one part of the job. There are employee benefits, job postings and awarding of jobs, retiree benefits, maintaining records on job transfers and ensuring rates of pay are correct. There are many legal papers to be filed with the government, Equal Employment Opportunity and Affirmative Action....

When you start thinking about retirement, you go to Personnel and they figure the pension benefit you will receive. There is the Education Assistance Program (EAP) which is available to all full-time Parker employees to benefit those people who want to expand on their education. If you need help with a question or problem, help is just a phone call or visit away. There are many health and safety regulations and papers to be filed with the government. We maintain Safety Data Sheets on every chemical used at Parker. Air samples and sound level readings are taken regularly to ensure safe working conditions are maintained.

In-house continuing education courses through Blackhawk Technical College and many other internal seminars are co-ordinated through this division.

In the Administration Department you have the switchboard operator who handles around 375 calls each day and also greets vendors and visitors when they come in. During the next three months we will be working on the installation of a Rolm telephone system. It will include new telephones that are easier to use, but more powerful, and the use of a highly integrated voice mail system that will benefit our customers and employees alike.

For our customers, it will mean a faster response to their needs and less consumer contention with account manager calling. For our employees, it will mean an improved tool to help them communicate with both internal and external customers.

Installation date for the telephone system is expected the early part of September.

Word Processing and Typesetting is another area that does work for many areas of the company. They will be switching to desk top publishing soon. Some office people attended a seminar on desk top publishing at Blackhawk.

Some of the work that is typeset or from word processing is then taken to the Printing Department. A lot of the forms you use are printed in-house. Approximately 150,000 impressions a month are printed here. A new camera/platemaker was installed in April.

The Mail Room distributes incoming mail and all of the inter-office mail. There is a large volume of outgoing mail. An average of 25,000 pieces a month gets postage on from the Mail Room.

## An Overview Of The U.S. Retail/Department Store Sales Areas

The above heading covers a multitude of responsibilities and innumerable areas of functions. Because the U.S. marketplace is more varied today than possibly at any point in the 200 plus years of the nation, our business must be geared to cover as broad a spectrum of society as possible... and contend with some formidable competition.

In an effort to continue to build on Parker's past successes, a team of professionals has been put in place to ensure continued successes for another 100 years. Future issues will focus on many of the areas who all contribute to building a better tomorrow and inform of some major and seemingly minor successes.

The U.S. Retail Sales area is headed up by Dave Connors. Modestly, Dave states two of his responsibilities are the "development of the divisional business plan and balance sheet requirements" and to "set individual sales and operating budgets for subordinates, set supporting objectives, new business, repeat orders, etc...., etc." What does all this mean? Plans, objectives to be met, ensuring company policies are carried out. Who helps in all this?

EVERYBODY! Bill Englehart, Field Sales Manager, is a key player along with the four regional Managers: Tim Blalock, Pat Hoagland, Dave Jensen and Mike Klister. The Regional Managers are helped out by their National Accounts Managers, Sales Development Managers, Account Managers, Manufacturing Reps, Merchandising/Sales Reps and brokers.

Then, there is a new division of U.S. Retail which is headed up by Norman Morse. Norman is responsible for "sales and marketing to upper end retail (department stores) and specialty stores." The objective: to increase Parker's market share and profits from these distribution channels. And, early reports are looking good this fall. More details to follow.

There are other areas of specialization. Military and duty free shops are headed by Mike Hinderlie. You've probably noticed Mike—he's the one with the matching suspenders and ties. Mike Canfield is our specialist in the catalog showroom and wholesale trade channels. He calls on the corporate headquarters and co-ordinates all sales activities.

And who helps out all the above? Dottie Taylor and her team of field merchandisers. These are the people who merchandise the stores (get the product and selling

materials up so the consumer can see them), do free engraving events, train the clerks and perform a myriad of duties that stores expect of manufacturers these days.

Then, of course, there are the people in Janesville like Wayne Lubke and Joyce Archer, who do the forecasting, work with Purchasing, Manufacturing, Shipping, etc., to see that the products sold are shippable. Then there are those who support the entire effort — such as Joan Wolfe, who handles commissions, the car program, works with MIS; Joyce Gray, who among other duties, tailors programs for the food trade channel and works with the brokers; and last, but not least, the secretaries who are expected to type two or more rushes at one time while answering the telephone, pulling files, rushing to get out samples for photography, etc.

The sales area has become more and more complex because the business and making the profits has become very complex. Gone are the Willie Loman days! Gone is the back slapping and so called "glamour." No longer does the successful sales organization depend on "one shining star"... no longer is a sales person given a pep talk and a briefcase and told to "Go do it, guy."

It's now a matter of teamwork. It's being in tune with the latest technology that will help the sales person present the best option for their account. It's the support given by *all* the Janesville people, not just those in "sales" that make the plan (the objective) work. It's everyone working toward that one goal: getting the consumer to buy a Parker!

It's a total effort!

## An Overview Of The Marketing Division

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. The key task of marketing is to determine the needs and wants of target markets and to adapt the organization to delivering the desired satisfactions more effectively and efficiently than the competitors.

Marketing begins with a situation analysis to determine the current market conditions. From the analysis, marketing sets certain objectives and a positioning statement that describes how the target consumer should perceive the brand relative to the competition. After determining specific objectives and a clear positioning, relevant strategies are developed that are intended to assist the company in meeting its objectives. Strategies take into consideration advertising, public relations, publicity, products, pricing, packaging, promotion and point-of-sale materials. As strategies are developed, budget constraints must be considered. After the planning has been completed, the campaign is produced; then it is implemented and evaluated.

At Parker, the Marketing Department consists of Marketing, Product Engineering and Marketing Services. Although there is considerable crossover, the areas of primary responsibility can be broken down

into two major categories: analysis and implementation.

Marketing focuses on analyzing the situation, setting objectives, determining the positioning and determining specific strategies. Product Engineering implements the strategies as they relate to product and packaging. Marketing Services implements the communications; i.e., printed literature and point-of-sale material. However, the entire department is interdependent and success is contingent upon everyone working together toward a common goal that meets the overall marketing objectives.

The first six months of 1990 has been a hectic pace in the Marketing area. Marketing Services recently completed over 35 projects for the North American Sales & Marketing Conference which was held in Chicago on May 14-16. This conference introduced the new Duofold line extension to our entire national sales force and was a great success. The department is now quite involved preparing all the necessary displays, catalog sheets, packaging, etc. for the Christmas selling season. It's fast-paced as we move from one promotional selling period to the next.

Additional personnel recently joined the Marketing staff to meet the increasing needs of our customers. With the promotion of Diane Utzig to Marketing Administrator, Tamie Waller joined the department as Marketing Coordinator. Rich MacNeille has come on board as Product Manager for the luxury and prestige markets and Anne Stuessy joined the department mid-July as Public Relations Manager.

Marketing Services is looking forward to the addition of a new desk top publishing system which will be installed shortly. The majority of the department has taken extra night classes to be trained on the new system. This system will increase productivity and reduce turnaround time on our creative projects.

In the next few weeks, we will be setting up the Marketing Conference Room with all of our current floorcases and displays. This will be used as a type of internal "pen department" and will be kept up to date with our products and our competitors.

This past year we have been running a "Pens As Props" program. This program allows independent photographers, magazines, companies, etc. to borrow our pens and use them in their advertising or even TV shows and movies. It is an excellent program to increase visibility for Parker at a low cost to the company.

The marketing area is fast-paced and exciting. There's always something new around the bend.

1990 Service Anniversaries will be given in The Fall Issue of *NewsNotes*.

**Retirements: 1-1-90 to 6-30-90.**  
 Betty McCue 1-1-90  
 Louise Appleman 1-31-90  
 Monyieene (Mike) Bjoin 3-16-90

**New Hires: 1-1-90 to 6-30-90.**  
 Pattie Rott 2-15-90  
 CMD Customer Service  
 Rodrigo Villanueva 2-19-90  
 Account Manager—Florida  
 Cinzia Delgado 2-26-90  
 Sales Coordinator (Miami)  
 Diane Stephenson 2-26-90  
 Lab Tech—Inspection  
 Mary Norman 3-01-90  
 Corporate Markets Manager  
 Rory Smith 3-01-90  
 National Sales Manager  
 Rebecca Murphy 3-14-90  
 Retail Customer Service  
 Joann Hesse 3-19-90  
 Merchandiser/Sales Rep.  
 Marilyn Thoreson 3-19-90  
 Service/Repair Customer Service  
 Norman Morse 4-09-90  
 Dir., Dept. & Specialty Stores  
 Andrea MacSwain 4-16-90  
 Merchandiser/Sales Rep.  
 Gayle Davis 4-23-90  
 QC Lab Technician  
 Jamie Legreid 4-26-90  
 Accounting/Tax Coordinator  
 Richard MacNeille 4-30-90  
 Product Manager  
 Shari Scanlon 4-30-90  
 Corporate Markets Manager  
 Donna Orenstein 5-14-90  
 Merchandiser/Sales Rep.  
 Christina Bell 5-29-90  
 Processing Specialist  
 Anne Stuessy 7-18-90  
 Public Relations Manager

### NewsNotes Contributors

Thanks to the following people for writing articles and/or contributing information for this issue of *NewsNotes*:

Peter Bentley, Joyce Gray, Brad Horner (Acting Editor), Jim Kukuk, Pat Lean, Kris Johnson, Pat Maloney, Diane Utzig, Ed Swets, Jack Thorn

### Welcome Back, NewsNotes

Through the efforts of many people, *NewsNotes* is back after a seven month absence. *NewsNotes* will be published quarterly: summer, fall, winter and spring.

A standard feature of each issue of *NewsNotes* will be an update of the activities of each division of Parker Pen U.S.A. This issue's columns are more lengthy than future ones will be as an "overview" of each division is included.

*NewsNotes* is written by Parker employees for Parker employees and retirees. If you have news, please share it with us. Call/see Brad Horner (7068) or Anne Stuessy (7112) with news including picture taking opportunities.

# NEWS

Winter 1990

For Employees of Parker Pen USA Limited

## Total Quality Process positions Parker Pen for the 90s

As this will be the last issue of *NewsNotes* in calendar year 1990, I wanted to take this opportunity, on behalf of myself and the Operating Directors, to thank each employee for their efforts during 1990.

In an economic year which has been somewhat difficult, it has required the dedicated effort of every employee to continue to move the company forward. We have made good progress in a number of areas in the company, the most notable being our journey towards Total Quality. Just think! Every employee in 1990 has been trained in the Total Quality Process -- an investment which I believe will return big dividends for all employees and the company as we move through the 90s.

Our next step in the Total Quality Process is to put into effect the principles each of us learned, and to become **pro-active** in finding better ways to perform our jobs. The competitive race with other companies in the U.S., as well as off-shore, is well underway and those companies who survive in the next decade are those who will exceed their customer's expectations in the areas of quality and customer service. Parker Pen USA Limited is positioned to be the leader in both these areas and I am confident we will achieve this leadership role through the continued dedicated effort and teamwork of all employees.

Let me take this opportunity, as we move toward the end of the year, to wish you and your families a happy and joyous holiday season!

Peter Bentley,  
President

## Outstanding suppliers honored by Parker at annual conference

Parker Pen USA Ltd. recently hosted the Fifth Annual National Supplier Conference at Arrow Park. This year, approximately 80 companies attended the conference, ranging from suppliers of steel, screw machine parts and packaging to transportation, marketing materials and banking services. Each of these suppliers provides essential goods or services to Parker.

The National Supplier Conference has come a long way since our early half day sessions (one of which was held in a tent on a rainy day), to a full day of presentations in which Parker lays out its

requirements for the coming year, reviews supplier performance regarding deliveries, quality and lead times, and conveys expectations for the future. An awards ceremony recognizes outstanding suppliers and is structured such that all suppliers are eligible for recognition. This year, awards were presented for Zero Defects (see photo), Partnerships, and Outstanding Service.

The Supplier Conference plays an important part in communicating Parker's needs to our suppliers as well as recognizing them for their efforts in helping us achieve our "World Class Manufacturing" goals.



*Formulabs, Inc. was one of the companies that received Parker's Zero Defects Award at the National Supplier Conference. Bruce Nichols, vice president of Formulabs (center) accepts the award from Dick Weisgerber, South End Unit Manager/Quality Assurance Manager, (left) and Owen Jones, Director of Manufacturing and Distribution. Also receiving the Zero Defects Awards were Elco Industries, Hoover Precision, Materials Research Corp, Olin Brass, Handy & Harman, Brush Wellman and Eastman Chemicals. Widen Colorgraphics, Valley Bank and MSAS received Outstanding Service Awards; Elco Industries, Hoover Precision and Formulabs, received Partnership Awards; and Hoover Precisions, Exacto Spring, Elco Industries, Formulabs, Olin Brass and Highland Manufacturing received Certified Quality Supplier Awards.*

 PARKER

## Manufacturing and Distribution . . .

### Manufacturing strives toward world-class standards

A new department within the Manufacturing Division, the Operations Planning Department, has been formed and is headed by **John King**. He brings with him a strong background in manufacturing planning.

The formation of this department plays a key part in our efforts to improve the quality of our production plans. Among the benefits it will provide are better information for decision making on changes in production levels and product mix, and more stable schedules for our suppliers, which in turn will lead to reduced costs and consistent "on-time" delivery of goods and services.

In addition to planning responsibilities, the department will play a central role in coordinating the introduction of new products.

Also new in Manufacturing, is the recently formed Just in Time (JIT)

Steering Committee, led by **Dave Nelson**, with representatives from all levels of the company. The group was formed to coordinate the plant-wide implementation of JIT and World Class Manufacturing methods.

The selection and design of a company-wide training program is underway. This program will ultimately involve all manufacturing employees with the end result being to focus all of our activities on reducing waste, whether it is lead time, inventory, scrap or, in fact, anything that does not add value to our product.

There are a number of other activities and efforts underway in Manufacturing geared toward achieving World Class Manufacturing Standards and keeping our company competitive in the world market. Future articles will highlight some of these activities.

## Corporate Markets Division . . .

### CMD sales exceed expectations in first half

Corporate Markets Division Director **Vern Desbrien** and Production Unit Manager **John Ittner**, recently relayed some good news to CMD employees.

In a nutshell, CMD sales for the first half of Fiscal Year 91 totaled \$5.2 million, \$300,000 (six percent) over budget and \$1 million (24 percent) over last year's first half.

With budgeted sales set at \$7.5 million for the rest of the fiscal year, however, the division still faces stiff challenges ahead. The third quarter holiday season will be key.

While Supervisor **Sue Hendrickson's** five CMD Customer Service Department Representatives are busy figuring out the potential benefits of the new phone system and withstanding the yuletide barrage of calls from distributors, the Telemarketing Department is occupied with yet another mailing.

This most recent, a free imprinted Jotter offer in exchange for an executive's business card, follows on the heels of two Vector Roller Ball offers, a fountain pen brochure mailing and a Duofold mailing to the Fortune 500 companies' chief executive officers. And handling responses from trade shows, of course, is a year-round affair.

Almost 130,000 mailers have been sent so far this year, with a response rate approaching 17 percent for the functional line offers and resultant orders currently at \$300,000.

Overall, Telemarketing Supervisor **Nancy Grenawalt** reports that her five-person staff has followed up leads to the tune of just over \$600,000 in sales thus far in the fiscal year. That is 26 percent over budget.

## Retail Sales . . .

### U.S. Retail Sales Excellence Awards

Each year, Parker awards four Sales Excellence Awards to those sales personnel who demonstrate excellence in all aspects of selling, including:

- Dedication to Parker Pen;
- Proper interpretation and implementation of programs;
- Professionalism in dealing with accounts and co-workers;
- And meeting or exceeding forecasts.

The 1989 Sales Excellence Awards were presented in September at Regional Meetings. Those salespeople most recently honored are:

**David Daniels** (Western Region) - Salesperson of the Year;

**Mike DeWitt** (Southern/Western Region) - Field Sales Manager of the Year;

**Bud Goad**, B.P.I. (Western Region) - Manufacturer's Representative of the Year;

The Region of the Year went to the Southern Region.

Congratulations!

The Sales Excellence Award was initiated in 1967 by Kenneth Parker to honor the "Man of the Year." Until 1983, a single award was presented each year. The early recipients of the Sales Excellence Award were:

- Charles Wallace**, 1967
- Gordon West**, 1968
- Charles Wallace**, 1969
- Warren Grob**, 1970
- Harry Kaercher**, 1971
- Gordon West**, 1972
- Edward Wold**, 1973
- Vincent Fitzpatrick**, 1974
- Robert Johnson**, 1975
- Raymond Brostrom**, 1976
- Terry Bose**, 1977
- Urban Canfield**, 1978
- Karl Myers**, 1979
- Raymond Forsythe**, 1980
- Michael Hinderlie**, 1981
- Richard Rogers**, 1982
- Bruce Hagen**, 1983

The first woman to receive the Sales Excellence Award was  
continued on page 4

Marketing . . .

## Following marketing materials from concept through production

Have you ever wondered exactly what is involved in the production of a single catalog sheet? Most people are not aware of the amount of time and the number of steps involved in its creation.

Before a catalog sheet or any piece of promotional material is developed, an overall theme is chosen. This theme becomes the catalyst for all the promotional materials. It can be a photograph, illustration, thought provoking headline or a combination of the three.

The actual layout or design of the catalog sheet must incorporate the theme in an eye-catching and informative way. All cost quotations for outside services are based on this layout. The layout process can take from one day to one week, depending on the complexity of the design or information.

Simultaneous to the layout, the text is written. Not an easy task, the text needs to be interesting to read as well as informative and accurate.

After approval of both layout and text, photography is scheduled and typesetting completed. This stage takes approximately one week to complete. The typesetting is checked by several individuals for accuracy and is then positioned with the photographs on boards called "mechanicals" or "keyline/paste-ups." These boards are checked again for accuracy.

The next stage is combining the keyline/paste-up and photography into four-color films. This is done by an outside service and takes about one week to complete. The films are closely examined and any photographic imperfections corrected. They are then given to an offset printer who is selected according to the quality of their work, their price and delivery time.

During the printing process one of our artists goes to the printing company to check the catalog sheet for color accuracy. The printing process takes from one to three weeks, depending on

the complexity of the piece.

While the above processes are taking place, purchase orders are written and an automatic mailing to our field sales force is prepared by Marketing Services. The purchase orders allow the materials to be received at Parker through the proper procedure and system.

The materials are inventoried in the Distribution Center and shipped from the Distribution Center to the field sales force on the automatic mailing and through requests to Marketing Services.

And there you have it, the creation and birth of a single catalog sheet. Just one of the many projects that keep the creative juices flowing in Marketing.

Administration and Human Resources . . .

## Two new systems improve communications and service

The electronic publishing system has been installed in Word Processing. Cheryl Smith is busy learning this new system and reports it is both easier to use

and faster than the old system.

The new telephone system has been operational for one month and there has been a marked improvement in the communication among employees, vendors and customers. We are now able to move information between departments much more quickly, improving both communication and productivity.

The installation of a separate 800 number for the Parker sales force and travelling employees has allowed us to improve communications with external customers. It reduces the contention for phone lines and allows us to give more personal attention to the callers.

In the three customer service areas, callers are given the option of talking to the next available person, or leaving a personalized phone message.

Another benefit with the new telephone system is that we will be generating considerable savings in long distance calls by utilizing an all digital cabling system. This savings would not have been possible with our old telephone system.

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*The fourth annual Parker Pen Picnic, held Saturday, August 25, was attended by approximately 750 employees, retirees and families. Food, prizes, volleyball, pictured below, and other games were enjoyed by all.*





## Sales Awards

continued from page 3

Person of the Year was **Ann Marie Leonardi** in 1984.

The mid-1980's brought additions to the Sales Excellence Awards, with the broadening of the Parker sales organization to include Field Sales Managers (now known as National Accounts and Sales Development Managers) and Manufacturing Representatives. Field Sales Manager of the Year was added in 1985 and Manufacturer's Representative of the Year in 1987. The recipients during those years were:

**Charles Currin**, Salesperson of the Year, and **W.T. Blalock**, National Accounts/Field Sales Manager of 1985.

In 1986, **Gretchen Eby**, Salesperson of the Year, and **E.J. Clark**, who received both National Accounts/ Field Sales Manager and a special Sales Excellence Award.

**Karl Myers**, Salesperson of the Year, **Sherrell Welcker**, National Accounts/ Field Sales Manager of the Year, and **Kris Miller**, ProMark, Manufacturer's Representative of the Year in 1987;

**Roger Pettit**, Salesperson of the Year, **Nancy Zolpe**, National Accounts/ Field Sales Manager of the Year, and **Stapleton Marketing**, Manufacturer's Representative of the Year in 1988.

We commend the efforts of these honorees and of our entire sales force! The race for the 1990 awards is underway and, from all indications, it will go down to the wire. Which is the way Kenneth Parker undoubtedly envisioned it!

Financial Division . . .

## ERIS offers improved information for sales

During September, a new Executive Report Inquiry System (ERIS) was implemented for more timely acquisition of sales information for the directors and regional sales managers. ERIS is providing a service for these people which will assist them in their

analysis of post-sales trends and help them prepare future marketing plans.

Integral parts of ERIS include order information, customer financial statements (profits, expenses, gross margins, etc.), sales history and product unit information. Through this information, a salesperson will be better prepared when making a sales call. All the directors and regional sales offices are now linked to the main computer in Janesville.

The beginning of FY92 is still five months away, but the budgeting process is in full swing. Many items need to be planned, analyzed and coordinated which includes forecasting sales and production volumes. In addition to budgeting FY92, projections are also being made for the remainder of this fiscal year.

Every department is involved in this process, from Sales and Marketing to Manufacturing, where decisions are made on the man-hours needed to produce certain amounts of units.

Computer Awareness Clinics are being prepared by the MIS Department to enhance employees understanding of the systems. There are many variations of computer use at Parker Pen, ranging from the projects done on personal computers (PCs) and individual main-frame terminals, to strategies concerning MIS as a part of the corporate business plan.

## Bressler awarded Montor New PAA officers elected

For a team to be successful, it must rely on the strengths of its members. Parker Athletic Association (PAA) is such a team. It relies on its members for their physical participation and grows from their ideas.

PAA is for those interested in the enjoyment and health benefits of athletic activities. Membership is open to Parker employees, retirees and spouses. The PAA has sponsored a wide variety of activities over the years, and is open to suggestions for new activities.

Each year the PAA awards the Montor Cup to an employee in

recognition of his or her participation in the Association's activities. The Montor Cup is a traveling trophy, donated to the PAA in 1955 by Mr. Gian Aurely, former manager of Montor Ltd., Parker's distributor in Singapore-Malaysia. It was donated in memory of Alfred Montor, founder of Montor Ltd. and a great sports enthusiast.

This year, the Montor Cup was awarded at the PAA picnic to **Howard Bressler** for his outstanding athletic achievements.

The 1990 Officers and Directors for the Parker Athletic Association are: **Tom Dorscheid**, President, **Phyllis Rice**, Vice President, **Laury Popp**, Treasurer, **Jane Redenius**, Secretary, **Chuck Hainstock**, Past President, and Directors **Howard Bressler**, **Kris Johnson**, **Bob Millard**, **Tom Montgomery**, **Steve Schuler**, **Millie Smith**, **Diane Utzig** and **Roy "Scotty" Waddell**.

### Retirements

Jack Hansen 31 March 1990  
Dorothy Nelson 31 July 1990

### New Hires

Barbara Johnson 4 June 1990  
Merchandiser/Sales Representative  
Michael Flood 11 June 1990  
Production Supervisor  
Lynn Sorgatz 12 June 1990  
Manufacturing Engineer  
Carol Jalali 2 July 1990  
Field Sales Secretary (Chicago)  
John King 16 July 1990  
Operations Planning Manager  
Arsenio Marques 13 August 1990  
Merchandiser/Sales Representative  
Arlene Heflin 27 August 1990  
Administrative Assistant (Chicago)  
Shawn Brazo 4 September 1990  
Corporate Markets Manager  
Debra Amato 4 September 1990  
Corporate Markets Manager  
Laura Van Nuland 10 September 1990  
Scheduler

### NewsNotes Contributors

Thanks to the following people for writing articles or contributing information for this issue of *NewsNotes*: Peter Bentley, Joyce Gray, Brad Horner (co-editor), Pat Lean, Kris Johnson, Pat Maloney, Jane Redenius, Anne Stuessy (co-editor), Jack Thorn and Diane Utzig.

*NewsNotes* is written by Parker employees for Parker employees and retirees. If you have news to share, please call Brad Horner (7068) or Anne Stuessy (7112).

# NEWS

# Notes

Spring 1991

For Employees of Parker Pen USA Limited

## Closing the books on a good year

The 1991 fiscal year for Parker Pen is drawing to a close as I write this note. The numbers are not in yet, but it was a good year for Parker in many other ways. It has been both an exciting and a challenging year, and I want to take a moment to thank each of you for your personal efforts to make it a successful one.

With your support, Parker was able to regain its rightful place at the top of the luxury market, to successfully introduce new products and promotions at every price point, and to set new sales records.

With your support, Parker made significant strides in our efforts to become a World Class, Quality Driven company.

Many of you have taken the time and made the special effort to become involved in one or more Quality Teams and Voluntary Improvement Projects. You, and every employee who does his or her best each day, are the reason Parker will be the leader in the decade ahead. Every division and job in this company has been positively affected by your efforts.

The year ahead will be a year of new challenges, for you individually and for Parker Pen. The world is changing, consumers are changing and we must be prepared to meet these new challenges head-on.

I look forward to working with each of you in FY92 and to making it our most successful year ever.



Peter J. Bentley  
February 1991

Manufacturing and Distribution...

## VIP Teams pursue World Class projects

The Just In Time (JIT) Steering Committee, led by Dave Nelson, recently sponsored a two day workshop attended by a cross section of Parker employees from many areas of the Arrow Park Plant.

The purpose of the seminar was to give an overview of World Class Manufacturing and to start work on a Manufacturing strategy based on JIT principles, that coordinates all current and future World Class activities at Arrow Park. Plans are underway for the first phase of project implementation.

In the Eyelet Department, a group consisting of production operators, set-up personnel, engineering and the Department Supervisor worked together to develop a method for doing the trim and chamfer operation directly on the eyelet press. In addition to shortening the time to produce parts, we will also be able to eliminate one degreasing step once the system is fully operational. One press is now complete and one more will be done in the future.

A visit to the G.E. Plastics production facility in Ottawa, Illinois laid the foundation for the newly formed Safety Steering Committee. The new team's mission will be to improve our safety at Arrow Park by increasing the safety awareness of each employee.

G.E. is widely recognized as being a leader in the area of employee safety and our people visited to learn about their program. The Parker personnel in attendance included production operators, Maintenance and Plant Engineering staff and Connie Sveum, Health & Safety Administrator.

In February and March, Parker will hold Annual Meetings for our key manufacturing suppliers. The purpose of these visits is to review as a group the past year's performance of the individual suppliers and to identify areas that need to be worked on in the coming year. This is the third year of these meetings which have proven very beneficial in improving quality and reducing cost through developing "partnerships" with our suppliers.

In February and March, Parker will hold Annual Meetings for our key manufacturing suppliers. The purpose of these visits is to review as a group the past year's performance of the individual suppliers and to identify areas that need to be worked on in the coming year. This is the third year of these meetings which have proven very beneficial in improving quality and reducing cost through developing "partnerships" with our suppliers.

Marketing...

## New packaging improves customer service

Parker has made several changes to its carded products, redesigning them at the request of retailers to solve the space management problems they face.

As of 1 May, all carded Vectors, Jotters and Accessories, with the exception of 3-packs, will be packaged on down-sized (1 15/16" width) blister cards with a center peg hole. The narrower cards allow the retailers to display more product.

The cards were also redesigned to center the product and the peg hole as an added convenience to the buyers, who said that the move would improve their pen displays. The bold graphics of the

new card design and the centered product will also provide a "cleaner" looking display for Parker products, compared to the competition's products with the hole on either the right or left side of the card pack.

Carded products will now also be shipped in six count overpacks, rather than in twelve-packs, to make restocking easier for the retailers and reduce the likelihood that they will run out of stock.

The role of Marketing in a project such as this, was to work with the retailers and sales force to identify and verify the need for the change; to work

## Retail Sales...

**Retail sales out perform national averages**

Although 1990 was very interesting, and oft-times very innovative, retail sales nationally for the year were flat according to all the analysts. One very successful major retailer reported only a 6% sales growth, while we estimate our growth for this fiscal year will be 15%.

Some of our growth could have been from first time gift buyers of writing instruments, but instinct tells us our gains were the result of increased market share.

Heading into the fall selling period, the picture at Parker seemed to be one of cautious optimism. We had the leadership, programs, materials and people to make a "go" of the holiday season. And, to the surprise of only a few, November was a memorable month! It was the largest for shipments of any single month in the company's history and 41% over the previous November.

All regions made their third quarter forecast. As with many phases of life, success is a multi-factor equation, with all components contributing, from designing and producing a quality product, to the sell-in, to the promotional material production and set-up, to finally placing the product in the consumers hands and putting the cash in the till.

There were a number of "successes" that made vital contributions:

1) Major pen shops, such as E.B. Collinton, Fahrney's, Joon and Arthur Brown, told us the Duofold was their best selling item for the Christmas season in the luxury pen market.

2) Department stores, such as Dayton-Hudson (which also owns Marshall Fields), Foley's and Woodward & Lothrop, experienced very strong sell-throughs on Duofold, 88 Place Vendome and 95 products.

3) Classics (a large dollar volume line) held their own. There were no major losses suffered at the expense of other Parker items.

4) Our best and most effective co-op advertising program to date, with strong cooperation from all retailers. The timing of the ads was very effective, which helped sell the product through.

5) The efforts of the 13 part-time Field Merchandisers, whose functions are to service and monitor accounts for their Account Managers, assist in training store personnel, report out-of-stocks, write turnover orders, set-up and maintain displays and build the rapport with sales associates and visual display managers to ensure Parker pens have the best display for a good sell through. During the Christmas period they assisted in engraving promotions, demonstrations, product transfers from store to store and applied finishing touches to displays, all in addition to their other normal duties.

6) Greater response to the consumer offers than ever before experienced. By mid-February, approximately 70,000 redemptions had been processed with free Jotter Stainless Ball Pens running at 53% of the total and the Ball Pen and Roller Ball Refills at 47%. According to those in the know, redemptions are coming in at the rate of approximately 2,000 per day. That's phenomenal!

In summary, we had an excellent Christmas selling period. A big thanks is due to everyone in the organization. May this brief respite (i.e. the time taken to read this issue) renew and refresh us. 1991 will be the Year of the Challenge at Parker!

## Corporate Markets Division...

**On-time shipping goals exceeded**

Corporate Markets Division Director, Vern Desbien, reflected in January on Parker Pen's 1990 calendar year growth and, in particular, CMD's timely response to the heavy influx of December orders.

In a letter to the CMD team, Desbien commended the support shown by the Janesville facility for our field sales force. After all it's one thing to SELL, SELL, SELL, but then it's up to the customer service, order processing,

art department, production and distribution areas to ensure that the customer has the marked product order when he or she requires it.

A good example of responsiveness could be seen in the fulfillment of the Merck Pharmaceutical Company order submitted in December by our number one distributor, Artcraft and Foremost of Philadelphia.

Amazingly, CMD was able to produce and ship 168,000 Vector and Jotter units, marked with five product names, in a period of seven working days. That feat served to make an outstanding impression on both the distributor and end user.

And speaking of on-time order shipment, CMD Production Unit Manager, John Ittner, headed up the "Tag Team," a Voluntary Improvement Team which formed early last year with a goal of prioritizing order ship dates.

According to Production Supervisor **Chuck Happel**, the tag system implemented last June numbers each week of the fiscal year and color codes each working day of the week. After order prioritization is determined, a colored tag is attached which accompanies the order through the production and distribution process.

"In determining priority, we consider rush orders first," says Happel, "then express orders, no-product delayed orders and finally the remaining orders, paying close attention to customer event dates."

Happel says the tag system has been a huge success. "It serves as a visual aid on the floor and it has allowed all who are involved in the production process to get more involved. People on the shop floor have taken the initiative and raised pertinent questions. And that," says Happel, "is what we like to see."

The on-time percentage rate has skyrocketed since the tag system was implemented. According to **Steve Schuler**, Production Planning Manager, the on time rate languished at 73% two years ago, but has topped 90% every month of fiscal 1991, with the year-to-date average a whopping 95%. That easily exceeds the 90% goal that was set for the year.

Financial Division...

## MIS helps departments streamline operations

The Finance Division provides numerous services for many internal customers and one project that was recently completed was the Marketing Materials Systems (MMS). MMS is a scheduling tool designed to track, for example, a marketing brochure or "job" from the concept stage through its delivery to a Parker salesperson.

Each "job" has a number of steps and these steps in turn are assigned a cost and a due date. MMS will assist the Marketing area in a variety of ways including: tracking what stage a "job" is in; monitoring how much money is committed against how much is actually spent, through payments made by Accounts Payable; and monitoring all the work scheduled and deadlines in order to ensure materials are delivered on time.

On 1 January 1991, the Canadian

Operation computer support system was transferred to the Janesville office in order to streamline North American operations. All of the accounting and MIS support and customer orders for Canada are being handled through the Janesville office.

The MIS Department is currently involved in a concentrated effort to verify the data base accuracy of the MRP and MPS runs from the manufacturing systems. This effort includes the recently formed Operations Planning Department and progress has been steady with beneficial results.

Another large MIS project is underway, involving three project teams which will improve the MRP/MPS process, forecasting and the order book management process. The ultimate goal is to be able to ship 100% of the customer orders on time and complete.

## Puttin' on the Ritz at the Holiday Party

The January Holiday Party, held at the South Beloit Holiday Inn, was enjoyed by all who attended. More than 250 Parker employees and guests enjoyed dinner, followed by dancing to the Mad Hatter band.

The evening was pulled together through the efforts of a number of people, including: **Sheila Unrine** and **Carolyn Sime**, Co-Chairmen, **JoAnn Palmer**, **Shirley Uschan**, **Kris Johnson**, **Sherry Kircher**, **Cheryl Smith**, **Stacy Garland**, **Erline Cox**, **Chris Severson**, **Bergene Wilcox**, **Phyllis Rice**, **Izzie Dare**, **Mary Winchell** and **Donna Johnson**. The advertising, poster and tickets were designed by **Tom Dorscheid**.

## Marketing Department, *continued from page one*

with engineering, suppliers, production and distribution in coordinating and implementing the change; to redesign the blister cards and graphics; to rewrite copy on the blister cards, sell sheets, survey sheets, catalogs, etc.; to see the new materials through production; and, finally, to introduce the change to the sales force and trade through a Marketing Bulletin, press release and Trade Notes.

In other news, Parker was recently honored for several Marketing projects at the local Advertising Federation's **Addy Awards** ceremonies.

Winning first place at the Madison **Addys** were the Duofold Introduction Folder and Flip Chart in the Sales Kit/Dealer Aid category and the NOPA booth in the Trade Show and Convention Exhibit category. In the Poster category, the CMD "Ascent to the Top" poster received a third place award.

At the Milwaukee **Addys**, the CMD poster was a first place winner in the Advertising Arts Photography category.

The winning entries will now continue on to regional competition in March.



*Peter Bentley, President, stopped by the new Parker Employee Store on opening day to congratulate Erline Cox, Marcia Hamilton and the other members of the Parker Employee Purchase (PEP) Team. The store is the result of the team's efforts to improve customer service for employee purchases in a cost-effective manner. The response to the team's months of planning and effort has been enthusiastic. Typical comments from employees have been, "You mean I can take it with me now?" "My engraved merchandise will be delivered?" and "Gee, it's so nice to do this in one trip."*

Administration and Human Resources...

## Miller named Employee Relations Manager

Pete Miller joined Parker as Employee Relations Manager late in November. He comes to us from the Wisconsin Natural Gas Company in Racine.

Miller is responsible for human resource programs for our production and skilled employees, and also for our safety and health services. Factory hiring, promotions and transfers, and labor contract administration are all part of his area of responsibility. Feel free to stop by to just introduce yourself or to ask a question.

## Parker supports affirmative action

Parker Pen U.S.A. Limited is an Affirmative Action Employer. This means that the company maintains an active plan to assure minority group members, women, the handicapped, veterans and other protected classes that they will be hired, trained, promoted, compensated and educated based on their merits.

If you are involved in a leadership role with a community service or minority organization please contact Paula Hellenbrand in the Human Resources Department (7250) for documentation of this information.

## Employees benefit from tuition reimbursement

We are very proud of the following list of graduates who received degrees during 1990. All of them participated in Parker's Tuition Reimbursement Program. These degrees represent hours of personal achievement and sacrifice.

Diane Bliss, Associate of Science degree, U.W. Rock County,

Ann Hanson, Associate of Science degree, U.W. Rock County,

Connie Heinen, Associate of

Science degree, U.W. Rock County Brad Horner, MBA in Management, U.W. Madison,

Wayne Lubke, MBA in Finance, U.W. Whitewater.

## Demand for Americana on the increase

Sales of the Vector Americana and Camo have increased as individuals and companies have searched for visible ways to show their support of the U.S. forces in the Gulf.

While Parker has donated some of these products to the troops, we want to avoid capitalizing on a difficult situation by linking any promotion of them to the conflict. Parker donated a number of Americana pens to area groups and schoolchildren organizing gift packages for the troops. A quantity of the new Camo pens in sand colors was also donated to the military, through General Powell, and to President Bush. The new Camo in sand colors had been in development before Iraq invaded Kuwait, and was in no way an attempt to profit from the war.

## Parker customers say "thank you"

Dear Parker:

**Thanks!** Thank you for making a fine quality pen. Recently, I was with a friend when--believe it or not--ball point pens became the topic of conversation. She told me she had the best pen and asked me if I would like to try hers. Of course I would! I took the friendly challenge and soon found myself using a Parker Jotter. I had forgotten how fine a truly good ball point pen can feel and write. After seeing my obvious pleasure, she joined in on the sweetness of the Jotter's victory and gave me one as a gift. That's a really good friend!

It's quite a pen that you make. There is room in the industry for the 19 cent ball point pens which may leave inklike film marks. However, I am glad to

rediscover the fine writing qualities of your precision writing instrument. During this era of "good enough" manufacturing, thank you for standing well above others in your industry by continuing to produce a premium writing tool. You are my kind of people.

B. Beck  
Lancaster PA

### New Hires

Jerilynn Kruse	15 October
Receptionist/Switchboard Operator	
Randy Sunby	15 October
Production Supervisor	
Judith Hairston	1 November
Merchandiser/Sales Rep/Southern Region	
Jody Schiel	12 November
Accounting Clerk	
Julie Treinen	12 November
Word Processor	
Jennifer Wedvick	12 November
Administrative Secretary	
Roger Ellis	12 November
Maintenance Mechanic	
Marianne Hassett	26 November
Production Supervisor	
Pete Miller	28 November
Employee Relations Manager	
Sandy Sullivan	3 December
Custom Order Processing Specialist	
Yolanda Veliz	5 December
Secretary/Florida Region Office	
Vicki Burdick	31 December
Analyst/Programmer	
Eric Mueller	31 December
Analyst/Programmer	
Marilyn Itskowitch	7 January
Merchandiser/Sales Rep/Eastern Region	
Theresa Baumann	14 January
Customer Service Clerk	
Ken Walker	21 January
Tool & Die Maker	
Bill McDonald	28 January
Assistant Credit Manager	
Rita Orleski	12 February
Administrative Secretary/Atlanta	
Kevin Kotwitz	25 February
Maintenance Mechanic	

### NewsNotes Contributors

Thanks to the following people for writing articles or contributing information for this issue of *NewsNotes*: Peter Bentley, Dan Fredricks, Joyce Gray, Brad Horner (co-editor), Herb Huebner, Kris Johnson, Pat Lean, Pat Maloney, Carolyn Sime, Anne Stuessy (co-editor), and Jack Thorn.

*NewsNotes* is written by Parker employees for Parker employees and retirees. If you have news to share, please call Brad Homer (7068) or Anne Stuessy (7112).

# NEWS

Winter 1992

For Employees of Parker Pen USA Limited

## A Message From The President

As we close out 1992, I want to personally thank every employee for his or her outstanding effort. Without extraordinary commitment and dedication, Parker Pen USA Ltd. couldn't achieve the success we have to date.

In an economy which has been difficult at best, Parker has continued to grow and, more importantly, to take marketshare from our competitors.

As we face 1993, we will continue to face significant challenges as competitors fight to regain sales and marketshare lost over the past two or three years.

Nevertheless, I am confident that we can meet these challenges. We have built a strong team of employees who know how to win. Parker employees are recognized as leaders in total quality and customer service in today's marketplace.

Like any winning team, we must not become complacent, but remain dedicated to continually improve and ensure future success and leadership.

On behalf of the Operating Directors, I sincerely thank you and wish you and your families a Merry Christmas and a Happy New Year.

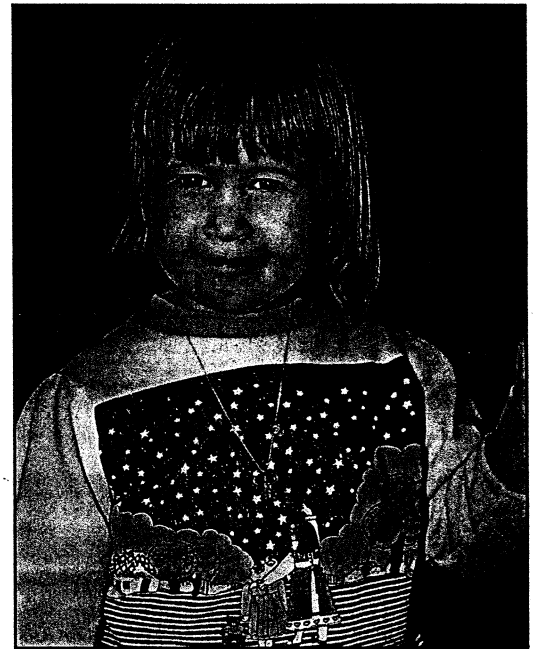
*Peter J. Bentley*

## 800 Enjoy Family Day

Over 800 family members and employees toured the Arrow Park facility on November 7th for Family Day. Response to the event was tremendous. One family member commented that they liked the fact, "that our tour guide was a family member." Another guest enjoyed, "spending the time with my mother and having her explain about what she does."

Guests were greeted in the George S. Parker Room where they received a commemorative Family Day Jotter Pen and watched a welcoming video by Parker Pen President, North American Operations, Peter Bentley. Each guest also received a booklet with descriptions written by the various departments explaining the function of their area.

Family members guided their guests through the office and plant areas explaining how pens are made and the role of the various departments in the process. The Quality Lab was a big hit with children and adults alike. Several children were seen carrying write test paper samples all over the plant.



*Kathleen Clatworthy, 3, great-granddaughter and granddaughter of two employees thinks "Karper" pen is great.*

Displays were set up at several of the stops showing samples of products, production processes and more. The self-guided tour ended

## United Way Campaign A Success

The 1992 United Way campaign was kicked off with the melodic voices of sixth graders from Wilson Elementary School. The 25 students toured the Arrow Park facility on Friday, October 16th singing "People Helping People" a

song written by their choir instructor, Jim Sharer. The students stopped in several locations around the plant and offices singing the message of United Way.

Parker Pen employees raised \$32,810 to help United Way of Rock County. This year over 400 employees contributed. Faith Bowen and Darlene James won Insignia Laque Black Ball Pen/Pencil Sets in the drawing of First-Time Givers. Also receiving the sets were Linda Churchill, Marlene Geronimi, Fay Middleton, and Sue Thoftne; all had increased their contribution over the previous year.

Parking space winners included Lois Chamberlain, Shirley Steele, Owen Jones, Mike McCarthy, Helen Weibel, Trudy Wade, Bernadette Beam, Jeri Kruse, Michelle Ianni, Loan Hao, Marilyn Pavese, and Barb Ruffedt.

Good work Parker employees!



*Wilson Elementary School children entertain Arrow Park workers while sending message of United Way.*



## HEALTH AND WELLNESS

A Health and Wellness team has been formed at Parker Pen. The purpose of this team is to promote healthy lifestyles for Parker employees and their families. Be watching for health promotion activities and for health and wellness tips.

**Health Tip:** Walking is one of the best exercises. A 150 pound person who walks briskly for 45 minutes, four times per week will burn enough calories to lose 18 pounds over the course of a year. There is more good news! Walking programs typically do not cause people to eat more food, and the weight that is lost is fat rather than muscle.

## RECYCLING PAPER RATS

We would like to thank everyone for their efforts in making Parker Pen's recycling programs successful.

You may have noticed the pink signs by the white paper recycling chute. We do not have to remove staples from paper we are recycling. This should make white paper recycling much easier.

We have installed can crushers in all the lunch rooms. We are trying to reduce the number of can pick ups. Please let team members know how you like these crushers.

We have learned from Oxyon Vending that paper cup usage in the coffee machines is down 25% since the installation of the cup savers.

We just want to remind everyone that brown paper and cardboard can go in the cardboard compactor. Everything else should go in the trash compactor.

Your continued support of Parker Pen's recycling efforts are greatly appreciated.

# Quality Expo III Enjoyed By Over 500 People

Quality Expo III was rated a success according to responses from a survey given to Parker employees. The Expo, which took place in July, was an exhibition of displays set up by the many Parker teams to show their achievements and the projects that they are involved in developing. Quality Expo III gave Parker employees the chance to learn more about what the teams do and how their efforts effect the company.

Attendees at the expo were invited to give feedback to the Planning Committee. The Backtrackers display set up by the Archives Team to show the history of Parker Pen was the most popular of the displays. The Health & Safety and Watts Our Game displays were also very popular.

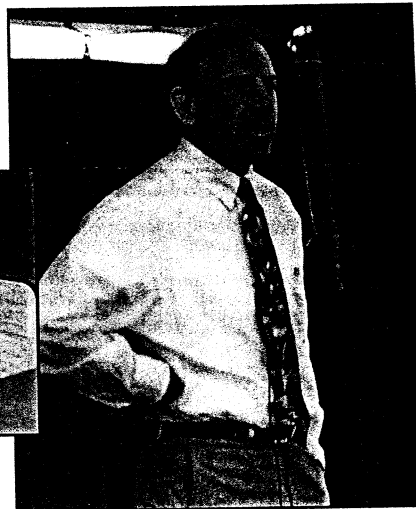
There was considerable interest by those attending to help with the next Expo. If you would like to help with the next Quality Expo, you can contact Peggy Eagan. We would like to thank all the teams for their hard work!

Guest speaker, Gary Kilgas, from Neenah Printing.

Tina Gillespie and Linda Guth look over information at the Office Safety Team Booth.



Herb Huebner helps out on phones so Jeri can attend Expo III.



## Product Samplings

Parker is now manufacturing one of the world's most expensive pens. The gorgeous, new Duofold Presidential is literally worth its weight in gold. Made from 18K gold, the fountain pen sells for \$10,000 and the ball pen for \$5,000. Also new to the Duofold line is the Pearl and Black. Each Pearl and Black writing instrument is unique. Delicate pearlized acrylic, veined with intense black, echoes the elegant style of the original 1920s finish.

Have you seen the great new Parker Place Vendôme finishes? The Place Vendôme is available in nine finishes including: 23K Gold Plated, Silver Plated, Laque Black, Laque Dark Green, Laque Metallic Gray, Laque Metallic Sierra, Laque Metallic Blue, Matte Black and Matte Dark Green. The Laque Navy, Matte Navy, and Matte Gray have been deleted from the line, so keep your eye on the company store for specials on those finishes.

New to the Vector line is the Geometric. This hot new pattern has three, brightly colored designs and will be available in a fountain pen, roller ball, and ball pen. We should be seeing the Ring, Abstract, Polka Dot, and Eight Ball patterns at reduced prices soon because they are being deleted from the Vector line.

If you would like to know more about a specific product, call Laura Mason at extension 7112, and we'll feature it in future editions of News Notes.

Parker introduces the new Duofold Presidential—the world's finest crafted writing instrument.



# What A Partying Crew!

They say, "The family that plays together, stays together." From the looks of the pictures taken by the News Notes Staff, this is a family that loves to play. The pictures below are just a sampling of the fun times enjoyed by employees at company events over the past few months.

*Beauty and the Beasts team members Mickey Barnett, Julie Treinen, Kris Condon and Mike McKilligin.*



*Beauty and the Beasts won a one point victory over the Parker Pirates at the company picnic.*



*Kevin Jones gives helpful advice to John Jacks, Insignia Focused Factory Manager, during Family Day.*



*The whole team gets into the act! From upper-left corner: Christine Severson, Kim Anderson, Shirley Larson, Sue Hendrickson, Linda Churchill, Barb Troon, and Marcia Berg.*

## SIDE TALKS ABOUT PARKER PEN HISTORY

by Lynn Songatz

In 1888 George S. Parker started manufacturing fountain pens because he believed that he could build a better pen than what was currently on the market. He was successful in making a better pen and his business started to grow. In 1896 he found it necessary to provide moral support and information on new pens to the distributors of his products. He did this by creating a newsletter called "Side Talks." This newsletter was written by Mr. Parker and ran until 1915. In 1915, Mr. Parker changed the name of the newsletter to "Parkergram."

"Side Talks About Parker Pen History" is the name we have selected for this column. In future issues of "News Notes" we will be presenting historical information about Parker Pen. We will be starting with the early years and working toward the present. If you have any specific questions about the history of our company and its products, we will be glad to try to answer them. Please address any inquiries to Lynn Songatz or call ext. 7079.

## WE'RE BACK!!!

Just when you thought News Notes had become part of the archives, we brought it back.

We hope you enjoy the new format. We've tried to make News Notes more personable, with articles that you can relate to. Let's hear from you and have your input for future issues of News Notes. If you would like to make a suggestion, call Peggy Eagan (7580) or Laura Mason (7112).

Just Ask will be a regular feature. It is your chance to ask any question about Parker, its policies, personnel issues, etc. Send your questions to Peggy or Laura.

## SPORTS

The winner of this year's Monitor Cup is Aaron Matusson. Aaron was awarded the trophy for his exceptional athletic achievements during the 1991-1992 season. **Congratulations Aaron, you've been a great asset to the Parker Athletic Association.**

Janet Legend and Barbara Winterton of the Parker Pen Women's Golf League were honored at an awards night during August. The two were honored as the most improved players. Other honorees were recognized by Helen Walmsley and Carol Bessell.

Gene Brown was a hole-in-one while playing for the Parker Senior Staff Golf League at the Blackhawk Golf Course. Gene shot the hole-in-one on the fourth hole which is a 170 yard Par 3 shot. Angie Weber, Ken Stone and Dick Mead witnessed the event. **Congratulations Gene.**

The 1992 Women's Sand Volley Ball Team took first place this year. The team included Mary Vosiers, Chris Burkett, Kate Gordon, Peggy Egan, Pam Fleck, Brenda Lee, Pam Megus, and Charly Rosen. **Congratulations on your win!**

The Co-Ed Summer Sand Court Volleyball Team took 2nd Place. **Congratulations go out to Mary Vosiers, Jeff Vosiers, Pam Negus, Kate Gordon, Tom Baumann, Pat Baumann, Kathy Williamson, Bob Williamson, Chris Burkett and Dave Burkett.**

If your team is doing something of interest, send your information to the mailroom in an envelope addressed to "News Notes."

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 Hanukkah Begins	21 Inventory	22 Inventory	23 Plant Shutdown	24 Christmas Eve	25 Christmas	26
27	28 Plant Shutdown	29 Plant Shutdown	30 Plant Shutdown	31 Plant Shutdown	<b>December</b>	

Famous Parker Users Birthdays: Rudolph the Red Nosed Reindeer - December, 1939  
Giacomo Puccini - December 22, 1858

<b>January</b>					1 New Year's Day	2 Universal Letter Writing Week (1-7)
3	4	5	6	7	8	9
10	11	12	13	14	15	16 National Handwriting Day
17	18 Martin Luther King Day	19	20 Inauguration Day	21	22	23 Parker Holiday Party
24	25	26	27	28		

Famous Parker Users Birthdays: Carl Sandburg - January 6, 1878  
Douglas MacArthur - January 25, 1880

	1	2 Groundhog Day	3	4	5	6
7 Celebration of Love Week	8	9	10	11	12	13
14 Valentine's Day	15 President's Day	16	17	18	19	20
21 Internat'l Friendship Week (21-27)	22	23	24 Ash Wednesday	25	26	27
28					<b>February</b>	

Famous Parker Users Birthdays: Norman Rockwell - February 3, 1894  
Historic Parker Events: Treaty of Paris ending the Spanish-American War signed with a Parker Pen - February 10, 1899